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PHILIP MORRIS INCORPORATED
CORPORATE RELATIONS DEPARTMENT
100 PARK AVENUE
NEW YORK, NEW YORK 10017
(212) 679-1800

PRESS CLIPPINGS

October 15, 1968

TO: Selected Distribution List

FROM: Corporate Relations Department:

The attached material represents recent press clippings received in the categories outlined below. It is passed along to you as added information on what the public is reading about subjects in which Philip Morris has an interest.

For ease of reference, the following subject categories have been initially established:

INDEX

	Page(s)
Corporate:	
General	1
Financial	2 - 4
Johnny	5
Smoking & Health:	1 - 7
P M Domestic:	
Confections	1
Gum	2 - 5
Tobacco	6 - 10
Hospital & Related	11
P M Industrial:	
General	1 - 7
Personnel	8 - 10
International:	1 - 6
Competitors:	
Products	1 - 2
Financial	6 - 9
Personnel	3 - 5

1002402252

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

CORPORATE

1002402253

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

Philip Morris Upheld As Owner Of The 'Players' Trademark

RICHMOND (AP) — A federal appeals court Friday upheld a ruling that named Philip Morris Inc. as the owners of the "Players" trademark and prohibited Imperial Tobacco Co. from selling its "Players" tobacco products under that name in the United States.

Imperial Tobacco, exclusive manufacturer and distributor of "Players" products in the United Kingdom and Ireland, had challenged an earlier ruling in the complex case in U. S. District Court here.

Friday's 4th U. S. Circuit Court of Appeals opinion by Judge Simon E. Sobeloff called the lower court's reasoning completely persuasive and its conclusions unimpeachable.

Imperial had contended Philip Morris was simply its perpetual licensee for the brand "Players Navy Cut" and therefore was free to sell any other "Players" product in the United States.

Imperial's position was based on a 1902 agreement between Imperial and American Tobacco Co., Philip Morris' assignor and predecessor in interest.

The Imperial-American Tobacco arrangement continued until 1911 when the U. S. Supreme Court, in breaking up the "huge tobacco trust," held the 1902 agreement violated the Sherman Antitrust Act.

According to Friday's opinion, Imperial was arguing in effect that "the combination held violative of the antitrust law persists to this day, and Imperial has a right to control American's assignee as to the manufacture of Players cigarettes."

Also rejected was Imperial's contention that the lower court ruling by Judge John D. Butzner Jr., who was serving in U. S. District Court here at the time of the decision, produced an "anticompetitive" effect.

"We see no greater anticompetitive effect here," Sobeloff said, "than in any other case upholding a trademark as valid and prohibiting its infringement. Imperial is of course free to sell its other products in this country and may even sell its Players products if it uses a non-infringing trademark."

Business briefly . . .

Stella-D'Oro Biscuit Co., through Firestone and Associates, both New York, will run its first network TV campaign with one-minute commercials on ABC-TV daytime shows *Newlywed Game*, *General Hospital*, and *Dark Shadow*, running the month of September.

Mutual last week announced 14 advertisers making new purchases on the network. Advertisers were **General Foods Corp.,** through Young & Rubicam, both New York; **Kellogg Co.,** Battle Creek, Mich., through Leo Burnett, Chicago; **Kraft Foods** through J. Walter Thompson, both New York; **Morton Salt,** through Needham, Harper & Steers, both Chicago; **American Tobacco,** through Gardner, both New York; **Miller Brewing,** through Mathisson & Associates, both Milwaukee; **Colgate-Palmolive,** through Ted Bates & Co., both New York; **Union Carbide,** through William Esty Co., both New York; **Philip Morris,** through Burnett, both Chicago, **A&W Root Beer** through Dancer-Fitzgerald-Sample, both Los Angeles.

AUG 1966

Philip Morris Booklet

Philip Morris Incorporated has published an illustrated booklet describing all aspects of the company's diversified operations. George Weissman, president, said of the booklet, 'This Philip Morris' is designed to acquaint friends of the company, prospective employes, and interested editorial personnel with both Philip Morris Incorporated and the industries in which it is represented. The booklet is available on request to Corporate Relations Department, Dept. AAM, 100 Park Ave., New York, N.Y. 10017.

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WALL STREET JOURNAL
[redacted] 9/27/68

Financing Business

Philip Morris Plans to Offer $75 Million of Debentures

NEW YORK Philip Morris Inc. said it plans to publicly offer sometime next month $75 million of 25-year sinking fund debentures to retire an equal amount of bank debt.

The nation's fourth-largest cigaret maker, which also produces razors and razor blades, toiletries and textile chemicals, said the proposal has been registered with the Securities and Exchange Commission.

An underwriting team headed by Lehman Brothers and Goldman, Sachs & Co. will make the offering.

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[redacted] 9/27/68
NEW YORK TIMES

Lybrand Employes Fined a Total of $17,000 For Conspiring to Rig Vending Firm's Data

By a WALL STREET JOURNAL *Staff Reporter*

NEW YORK—Two partners and another employe of Lybrand, Ross Bros. & Montgomery were fined a total of $17,000 for their roles in certifying Continental Vending Machine Corp.'s financial statements more than five years ago.

The three members of the big, nationwide accounting firm were convicted by a jury last June in a Federal district court on one count of conspiracy and two of mail fraud. Carl J. Simon, 44-year-old general partner in charge of Lybrand's New York office, received a total fine of $7,000. Robert H. Kaiser, also 44 and a partner in the firm, and Melvin S. Fishman, a 38-year-old audit manager, were fined $5,000 each. The totals included maximum $1,000 fines on each of the two mail-fraud counts.

David W. Peck, an attorney with the New York law firm of Sullivan & Cromwell, which represented the Lybrand men, said a prompt appeal would be filed with the U.S. Court of Appeals. The fines were stayed pending the appeal. It isn't expected that the case will come before the appellate court until early next year.

The case has been closely watched by the accounting profession and is expected by many experts in the field to have a far-reaching impact whatever the final outcome. This is because a key element was whether the three Lybrand men violated so-called generally accepted accounting principles in their dealings with Continental Vending.

1962 Reports Involved

In essence, the Lybrand men were charged with conspiring to put false information in the vending concern's 1962 financial reports to shareholders and the Securities and Exchange Commission, and with conspiring to leave out some material facts from the reports.

During two lengthy trials, the first of which ended in a hung jury, the Government and defendants both called upon expert witnesses who sharply contradicted each other over what are regarded as "generally accepted accounting principles." Federal Judge Walter R. Mansfield, when he imposed the sentence yesterday, took note of the "considerable difference of opinion over what balance sheet disclosures would have been appropriate." In light of the jury's verdict, however, Judge Mansfield suggested that the accounting profession would do well to revise its accounting principles and standards. He also suggested that the SEC tighten its own regulations if it believed fuller disclosure of corporate financial information was needed.

The penalties imposed on the accountants could have been much stiffer. Each of the three counts carry in addition to fines, a possible prison term of up to five years. Judge Mansfield, however, said at the outset of the sentencing that he saw "no purpose to be served" in a jail term, considering the backgrounds and professional standing of the defendants. Relatives of the three men, who were sitting in the courtroom, wept openly when Judge Mansfield made the statement.

"Sloppy Bit of Business"

Judge Mansfield said the accountants were guilty of "a pretty sloppy bit of business" in putting together a footnote for Continental Vending's 1962 balance sheet. The footnote later turned out to be a major element in the Government's case. The Government contended the footnote misled readers of the statement into believing that a major asset in the form of an account receivable from Valley Commercial Corp., an affiliate, was adequately secured by collateral. The Government also charged that the footnote covered up the true status of the collectibility of the receivable.

The Government had charged the footnote helped conceal the fact that Harold Roth, the former president of Continental Vending, was actually siphoning off money from the company for his personal use through Valley Commercial, which he also controlled.

Mr. Roth was named as a defendant, along with the three Lybrand men, when a Federal grand jury returned an indictment in October 1966. He later pleaded guilty to one count of conspiracy and appeared as a witness for the prosecution in the accountants' trial. Mr. Roth is scheduled to be sentenced Oct. 8. Still open against him are five mail-fraud counts.

Source: https://www.industrydocuments.ucsf.edu/docs/[illegible]

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Source: https://www.industrydocuments.ucsf.edu/docs/fzxk0000

ADVERTISING AGE
CHICAGO, ILL.

AUG 26 1968

Philip Morris Inc.

	1967	1966
Sales	$904,841,000	$771,975,000
Earnings	43,602,000	34,183,000
Advertising	49,500,000	44,000,000

Philip Morris Inc., New York, the 25th largest national advertiser, hiked its advertising 12.5% to $49,500,000 in 1967, a record sales year.

With a 16% cigaret sales increase leading the way, PM posted total sales of $904,841,000, up 17.2%. The company called this its biggest sales increase in the past 10 years.

Earnings rose 27.6% to $43,602,000. The rate of increase approaches the previous year's.

The company forecast a sales increase of about 10%, with earnings up 5% to 7%, for 1968, taking into account the new surtax and increased cigaret prices. Nevertheless, 1968 first half earnings rose 15.3% to $22,513,000 on sales of $482,236,000, up about $45,000,000 from first-half 1967.

The 1967 measured expenditure of $44,436,656 was accounted for by $40,310,500 spent in the tobacco products division, $2,400,000 in the gum and confectionery division and the remainder in blades and toiletries.

■ PM went after a bigger share of the 100mm cigaret market with the introduction of Marlboro 100's, backed by $4,436,000 in network tv, $1,411,700 in magazines, $946,900 in newspapers and $704,100 in spot tv for a $7,498,700 first-year measured total.

Benson & Hedges 100's continued to lead the 100mm field and accounted for the largest portion of PM measured—$14,813,000. Of this, $10,336,000 was in network tv and $3,833,200 in spot tv. Marlboro filters got $4,747,600 in network, $2,389,700 in spot tv and $1,757,700 in magazines for a measured total of $8,859,000.

The company's total measured spending increase of $3,000,000 was almost entirely in network tv, which climbed from $23,908,800 to $27,270,300 and included continued heavy participation in prime time CBS-TV entertainment shows and news programs such as the Jackie Gleason Show, "Mission: Impossible" and CBS News with Walter Cronkite.

Other measured categories remained about the same, with $5,962,230 going into magazines, $9,345,300 into spot tv and $1,636,826 into newspapers.

■ New advertising themes of the year included "Longhorns" for Marlboro 100's to establish the new cigaret in Marlboro Country, and Parliament's tv switch from "Night People" to commercials featuring Londoners who react in various ways to the idea that the U. S. has a "parliament" too. Parliament print ads also used a British theme.

Philip Morris made a virtue of "not" advertising its couponed cigarets, Alpine Menthol and Galaxy charcoal filter, with tv commercials asserting that the brands' coupon money comes from the advertising budget rather than the tobacco budget. An announcer sets up a "typical" outdoors menthol commercial, with miniature props, then says Alpine doesn't need this kind of advertising. Picking up the props, he asks viewers to "think Alpine" whenever they see a "pretty" ad.

Adding another dimension to its coupon program, PM made a trading stamp arrangement during the year with Sperry & Hutchinson, making it possible for Alpine and Galaxy coupon savers to pick up merchandise at S&H's 800 green stamp redemption centers. The rate of exchange—1 green stamps for 14 Alpine or Galaxy coupons—put the PM customers about six stamps ahead competitors' coupon-stamp exchange rates.

One of the year's sidelights was the case of "Black Label," original brand name of a "substantially different" cigaret product. The name, which was considered by many to be puzzling at a time when cigarets were becoming the center of a major health controversy, was removed when a federal court in Atlanta ruled that infringed on the Carling's Black Label beer brand.

While anti-cigaret campaigning appeared to have little effect on sales in 1967, PM devoted considerable attention to it and contributed extensively to the Council for Tobacco Research. About third of the company's annual statement to stockholders dealt with "exaggerated claims made relative to the possible adverse effects of smoking on health."

■ PM continued to put its well-oiled marketing machine to work in other areas. In September, after a brief test in Phoenix, PM went national with Speak Easy spray breath freshener. A product of PM's American Safety Razor division, Speak Easy was introduced on network tv and in magazines.

The Clark division introduced Clark's Di-et gum in three flavors and backed the entry on network tv and in magazines, stressing "New Clark's Di-et. Try it, it's a riot." The magazine ads were accompanied by coupons good for a free pack.

The Safety Razor division introduced Advanced Personna stainless steel razor blades—double edge and injector—and prepared to run network and spot tv commercials stressing the long-lasting qualities of the blade's new electrically tested coating.

PM began U. S. test marketing of Suchard chocolates through its Flavor Tree Foods division in a joint venture with the well-known Swiss chocolate maker.

■ During the year, James C. Bowling, vp-director of sales and corporate relations, Philip Morris Domestic, was promoted to group vp, a new post coordinating marketing and sales of tobacco and consumer products. Mr. Bowling was succeeded by Max L. Berkowitz, former national sales manager, PM Domestic. John T. Landry, group marketing director tobacco, was named vp-group marketing director, tobacco products, for Domestic, also a new post.

Norman J. Treisman, former brand manager for Alpine, Galaxy and Ambassador cigarets, was named brand manager for Benson & Hedges, succeeding Elkin Kaufman, who was put in charge of new tobacco products development. Mr. Treisman was succeeded on Alpine, Galaxy and Ambassador by Steven S. Korsen, former assistant manager for the three brands.

ADVERTISING EXPENDITURES

	1967	1966
Newspapers	$ 1,636,826	$ 1,355,870
Magazines	5,962,230	6,070,242
Business Publications	52,600	——
Spot Television	9,345,300	9,246,520
Network Television	27,270,300	23,908,800
Outdoor	169,400	870,900
Total Measured	44,436,656	41,452,339
Total Unmeasured	5,063,344	2,547,661
Estimated Total Expenditure	49,500,000	44,000,000

PHILIP MORRIS INC.

MARKETING PERSONNEL

James C. Bowling, group vp, tobacco products

Advertising

Donald S. Harris, vp, media and programing
Vincent J. Weiner, production super

Advertising Age, August 26, 1968

Sales

George J. Karnal, dir of sales operations
Max L. Berkowitz, vp sales, tobacco and allied products
J. P. Lee, national sales mgr, tobacco/gum
Peter A Milone, natl sales mgr, blades/toiletries
Charles A. Whipple, retail sales programs mgr
David G. Mulvey, asst natl sales mgr, tobacco/gum

Managers of Sales Development

J. Dieleman, Chicago
Bree Johnson, Dallas

Regional Sales Managers

Thomas H. McCollum, Chicago
Nathan Gold, New York
Jack Gillis, Philadelphia
John T. Montgomery, Atlanta
William B. Moreland, Los Angeles

TOBACCO PRODUCTS DIVISION

MARKETING PERSONNEL

John T. Landry, vp-group director marketing, tobacco
Alan H. Bick, group marketing planning mgr, tobacco
Clifford R. Wilmot, brand mgr, Marlboro, Marlboro menthol, Marlboro 100's
Lauren S. Williams, brand mgr, new products
James Morgan, brand mgr, Parliament
Norman Treisman, brand mgr, Benson & Hedges Deluxe, B&H 100's, B&H 100's menthol
Jack Gaynor, brand mgr, smoking tobacco/cigarets
Steven Korsen, brand mgr, Alpine, Galaxy
Elkin Kaufman, brand mgr, Philip Morris Regular, PM Commander, PM filter, PM menthol

ADVERTISING AGENCIES

Leo Burnett Co., Chicago—Len Matthews, exec vp; Owen Smith, vp-client services; Martin H. Snitzer, mngmt super, Marlboro; Hall Adams, acct super; John Benson and Kenn Hustel, acct execs; Philip Morris filter and PM menthol: Roy Lang, acct super; John Foote, acct exec. Parliament: Roy Lang, acct super; Richard Mincheff, acct exec. Gauloises and smoking tobacco: Hall Adams, acct super; Kenn Hustel, acct exec.

Wells, Rich, Greene, New York—Benson & Hedges—Thomas Bohan, acct super.

GUM AND CONFECTIONERY DIVISION

MARKETING PERSONNEL

John Kokoszka, brand mgr, gum and confections
Edward Harris and John Granville, product directors, gum and confections
M. A. Kraft, asst brand mgr, gum

ADVERTISING AGENCY

Leo Burnett Co., Chicago—Teaberry, Cinnamint, Sour Lemon, Peppermint, Di-et flavors.

BLADES AND TOILETRIES

MARKETING PERSONNEL

Peter Engel, group marketing director, blades and toiletries
George Kregos, product director, blades and razors
John Kirtland, asst brand mgr, men's toiletries

ADVERTISING AGENCIES

Wells, Rich, Greene, New York—all products, including those of Burma-Vita Co.—Dick Morse, mngmt super; Barry Caskey, acct exec.

Leo Burnett Co., Chicago—Lightfoot products—John Foote, acct exec.

PHILIP MORRIS INTERNATIONAL

MARKETING PERSONNEL

Hamish Maxwell, vp-marketing
Milton L. Rusk, director of marketing

ADVERTISING AGENCY

Leo Burnett Co., Chicago—John Benson, acct super.

PHILIP MORRIS INDUSTRIAL

MARKETING PERSONNEL

James Kurtzweil, president, Milprint
Robert Etter, president, Nicolet
Richardson Thurston, president, Polymer Industries

ADVERTISING AGENCY

Holtzman-Kain, Chicago—Seymour Kain, Paul Bassinger, acct supers.

1002402256

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

Philip Morris, Inc.

Philip Morris Incorporated reported record consolidated operating revenues, and net income after taxes, including the new 10% surcharge, for the second quarter and the first six months of 1968. The results for the second quarter of the year showed the 16th consecutive quarterly improvement over the corresponding period of previous years.

Net income after taxes for the second quarter of 1968 was $12,141,000 compared with $10,471,000 for the second quarter of 1967, up 15.9%. Per share earnings were $1.09 against $.94. Consolidated operating revenues for the second quarter of 1968 were $252,321,000 compared with $229,990,000 in the second quarter of 1967, an increase of 9.7%.

Earnings for the first six months of 1968 rose 15.3% to $22,513,000 compared with $19,-

The Tobacco Jobber

September 1968

1002402257

GROCERY MER.
NEW YORK, N. Y.
MONTHLY 18,300

SEP 1968

Richmond Times-Dispatch, Fri., Sept. 27, 1968

PHILIP MORRIS

Qtr. to June 30	1968	1967	% Change
Sales	$252,321,000	$229,990,000	+10
Profit	12,141,000	10,471,000	+16
Per share	1.09	.94	

6 mos. to June 30	1968	1967	% Change
Sales	$482,236,000	$437,280,000	+10
Profit	22,513,000	19,523,000	+15
Per share	2.02*	1.76	

*Includes provision for surtax, equal to 16¢ a share.

"Domestic cigarette unit sales, with both Marlboro and Benson & Hedges 100's performing well, recorded gains approximately twice as large as the overall cigarette industry."

Diversifying in the gum and confections industry, company will become national distributor in U.S. for Rowntree candy products, which include several brands of bars, boxed chocolates and mints. Three products had been test marketed in Louisville, Cincinnati and Indianapolis. Rowntree's annual sales total more than $170 million.

1002402257A

1002402257B

Philip Morris Files Statement

Philip Morris, Inc. said yesterday it has filed a registration statement for the sale of $75 million in sinking fund debentures.

The bonds, which would be retired in 1993, would be used to pay off most of an $80-million bank loan.

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D. 455,020

SEP 18 1968

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NILES PRESS
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BY CHARLES L. SCHADEN

A quiet summer day, we thought, might serve as a fitting background to test your memory of some of the great old time radio theme songs.

Therefore, we present this little quiz in the hope that these questions about the golden age of radio will provide a few moments of happy reminiscing.

1. Name the theme songs which served to introduce these famous radio stars: **Kate Smith, Jack Benny, Bing Crosby, Eddie Cantor, Bob Hope, Arthur Tracy.**

2. What musical masterpiece introduced **The FBI in Peace and War?**

3. "Love Nest" heralded the arrival of what popular comedy team?

4. Can you name the theme songs used by these popular soap operas? **Lorenzo Jones, The Romance of Helen Trent, Aunt Jenny's True Life Stories, Our Gal Sunday, The Goldbergs?**

5. What program used "Rock-a-bye Baby" as its theme?

6. "On the Trail" from Ferde Grofe's "Grand Canyon Suite" served as the theme for what series of dramatic programs?

7. What was Mr. Keen's theme song?

8. The "Bell Waltz" and "Contented" were themes of what two popular radio programs?

9. What music did we hear when we listened to **Tom Mix and His Straight Shooters?**

10. What was the **Lone Ranger** theme?

ANSWERS

1. **Kate Smith** sang "When the Moon Comes Over the Mountain." "Love in Bloom" presented **Jack Benny** and **Bing Crosby** sang "Where the Blue of the Night Meets the Gold of the Day." **Eddie Cantor** loved to spend "One Hour With You" and **Bob Hope** still uses "Thanks for the Memory." For the old timers, **Arthur Tracy** was the famous "Street Singer" of the very early days of radio and his theme was "Marta."

2. **The FBI in Peace and War** borrowed its theme from Serge Prokofiev: the March from "The Love of Three Oranges."

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6. **The Philip Morris Playhouse** used "On the Trail" in the background as "Johnny" called for Philip Morris.

7. **Mr. Keen, Tracer of Lost Persons** entered the airwaves with "Some Day I'll Find You."

8. "Bell Waltz" — **Telephone Hour;** "Contented" — **Carnation Hour.**

9. **Tom Mix** and his pals sang "When the Bloom is on the Sage."

10. And if you don't know the **Lone Ranger** theme song, ask anybody, but I'm not talking.

1002402258B

IF YOU'RE EVER called upon to list the world's most dangerous birds, don't fail to include swans, the rascals . . . IT IS KNOWN as well that those sensitive children who are finicky eaters also frequently tend to be afraid of the dark . . . TAKE 100 DIVORCED WOMEN under the age of 25. Approximately 99 will remarry, and one never will . . . EUGENE FIELD WAS the fellow who described one father as "so mean he won't let his little baby have more than one measle at a time" . . . IT IS A MATTER of historical record that Johnny Roventini, the lifelong Philip Morris page who could sing B-flat better than anybody, smoked Marlboro cigarettes.

San Francisco Chronicle
THE VOICE OF THE WEST
D. 491,809 SAT. 464,450

SEP 7 1968

FRONT ROYAL, VA.
WARREN SENTINEL
W. CIRC N AVAIL

AUG 15 1968

Johnny Philip Morris Goes To The Fair Friday

Johnny Philip Morris, the world's most famous living trade mark, will come to Front Royal on Friday, August 16.

John Kibler, chairman of the Warren County Fair, announced that Johnny is being brought to Front Royal by the Jaycees to attend the Warren County Fair.

Being a tobacco symbol for over a quarter of a century, Johnny is widely known for his famous "Call For Philip Morris."

For 35 years he has been a roving ambassador of good will for Philip Morris and by his own personal estimate has shaken the hands of close to a million people.

Johnny's career as a public personality is literally a brief history of modern American entertainment, spanning the early days of radio through the most popular and long lasting video shows of today.

Johnny will be at the Fair between 6:30 and 8:30 on Friday night. The Warren County Fair is located on Route 522 and 340 about five miles north of Front Royal.

Earlier in the day Friday Johnny is scheduled to make appearances at Radio Station WFTR, Skyline Caverns and at Main St. stores. Afternoon appearances are planned at a local restaurant, at FMC Corporation, Front Royal Country Club and Shenandoah Valley Country Club.

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https://www.industrydocuments.ucsf.edu/docs/xkf00000

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San Francisco Chronicle
THE VOICE OF THE WEST
D. 491,809 SAT. 464,450

SEP 7 1968

FRONT ROYAL, VA.
WARREN SENTINEL
W. CIRC N AVAIL

AUG 15 1968

Johnny Philip Morris Goes To The Fair Friday

Johnny Philip Morris, the world's most famous living trade mark, will come to Front Royal on Friday, August 16.

John Kibler, chairman of the Warren County Fair, announced that Johnny is being brought to Front Royal by the Jaycees to attend the Warren County Fair.

Being a tobacco symbol for over a quarter of a century, Johnny is widely known for his famous "Call For Philip Morris."

For 35 years he has been a roving ambassador of good will for Philip Morris and by his own personal estimate has shaken the hands of close to a million people.

Johnny's career as a public personality is literally a brief history of modern American entertainment, spanning the early days of radio through the most popular and long lasting video shows of today.

Johnny will be at the Fair between 6:30 and 8:30 on Friday night. The Warren County Fair is located on Route 522 and 340 about five miles north of Front Royal.

Earlier in the day Friday Johnny is scheduled to make appearances at Radio Station WFTR, Skyline Caverns and at Main St. stores. Afternoon appearances are planned at a local restaurant, at FMC Corporation, Front Royal Country Club and Shenandoah Valley Country Club.

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Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

CHICAGO, ILL.
NILES PRESS
W. CIRC N AVAIL

AUG 18 1968

Summer Music Quiz

BY CHARLES L. SCHADEN

A quiet summer day, we thought, might serve as a fitting background to test your memory of some of the great old time radio theme songs.

Therefore, we present this little quiz in the hope that these questions about the golden age of radio will provide a few moments of happy reminiscing.

1. Name the theme songs which served to introduce these famous radio stars: **Kate Smith, Jack Benny, Bing Crosby, Eddie Cantor, Bob Hope, Arthur Tracy.**

2. What musical masterpiece introduced **The FBI in Peace and War?**

3. "Love Nest" heralded the arrival of what popular comedy team?

4. Can you name the theme songs used by these popular soap operas? **Lorenzo Jones, The Romance of Helen Trent, Aunt Jenny's True Life Stories, Our Gal Sunday, The Goldbergs?**

5. What program used "Rock-a-bye Baby" as its theme?

6. "On the Trail" from Ferde Grofe's "Grand Canyon Suite" served as the theme for what series of dramatic programs?

7. What was Mr. Keen's theme song?

8. The "Bell Waltz" and "Contented" were themes of what two popular radio programs?

9. What music did we hear when we listened to **Tom Mix and His Straight Shooters?**

10. What was the **Lone Ranger** theme?

ANSWERS

1. **Kate Smith** sang "When the Moon Comes Over the Mountain." "Love in Bloom" presented **Jack Benny** and **Bing Crosby** sang "Where the Blue of the Night Meets the Gold of the Day." **Eddie Cantor** loved to spend "One Hour With You" and **Bob Hope** still uses "Thanks for the Memory." For the old timers, **Arthur Tracy** was the famous "Street Singer" of the very early days of radio and his theme was "Marta."

2. **The FBI in Peace and War** borrowed its theme from Serge Prokofiev: the March from "The Love of Three Oranges."

3. **George Burns and Gracie Allen** lived in their "Love Nest."

4. Soap Opera themes: "Finiculi, Finicula"—**Lorenzo Jones;** "Juanita" **Helen Trent;** "Those Endearing Young Charms"—**Aunt Jenny;** Red River Valley"—**Our Gal Sunday;** "Toselli's Serenade" — **The Goldbergs.**

5. "Rock-a-bye Baby" introduced Fanny Brice who was **Baby Snooks.**

6. **The Philip Morris Playhouse** used "On the Trail" in the background as "Johnny" called for Philip Morris.

7. **Mr. Keen, Tracer of Lost Persons** entered the airwaves with "Some Day I'll Find You."

8. "Bell Waltz" — **Telephone Hour;** "Contented" — **Carnation Hour.**

9. **Tom Mix** and his pals sang "When the Bloom is on the Sage."

10. And if you don't know the **Lone Ranger** theme song, ask anybody, but I'm not talking.

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1002402259

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

AS WE See IT

Tobacco Truancy

Next time you gripe about the excessive number of days employees are "out sick," think of this: one reason for excessive lost workdays may be cigarette smoking. According to the U.S. Department of Health, Education & Welfare, for the nation as a whole there are now 77 million excess lost workdays associated with cigarette smoking each year. The Public Health Service defines excess days as those which would not have been lost if cigarette smokers had the same rates of illness as nonsmokers. These 77 million excess lost workdays represent almost 20% of the total annual work loss due to illness in the U. S. It was found that those of the nation's work force who smoke cigarettes spend over a third more time away from their jobs because of illness as do persons who have never smoked.

A recent National Health Survey showed that, in the survey year, there were 399 million workdays lost in the U. S. due to illness. A total of 19% of these were excess workdays because of the higher incidence of certain illnesses among cigarette smokers. The survey revealed that days of restricted activity—when a person cuts down on his usual output for as much as a day due to illness or injury—totaled 2369 million during the survey year. Excess days, days when cigarette smokers were not doing their best because they didn't "feel too good," were 13% of the total or 306 million. While it is admittedly difficult to hire only nonsmokers, perhaps a companywide effort to educate employees to the hazards of cigarette smoking would help cut down the growing trend toward greater absenteeism from smoking-related illnesses. While increasing productivity through fewer absences, management might be giving its employees the fringe benefit of a longer life in which to enjoy the fruits of their pensions.

A booklet, "The Facts About Smoking and Health," is available for distribution to workers at 10¢ a copy ($6.50 per 100) from U. S. Government Printing Office, Washington, D.C. 20402.

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Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

Smoking... Pavlovian Technique on Campus

By Cynthia Kirk
Herald-Examiner Staff Writer

Psychologists at California State College, Los Angeles, have combined Pavlovian conditioning techniques with the heady aroma of hot, stale cigarette smoke to develop what they feel is a sure-fire method for breaking the smoking habit.

About 100 students and faculty have participated in the 16 month experiment in which a machine automatically blows heated smoke at them as they puff on a cigarette.

Psychologist Dr. Erwin Lublin, head of the experiment, says the method has proven about 50 per cent effective in permanently stopping people from smoking.

"The aroma of stale cigarette smoke is very unpleasant, even nauseating," Dr. Lublin said.

"After several sessions, the smoker begins to associate his cigarette with the unpleasant smell. The sensation becomes so strong he can no longer light up without feeling a little sick."

It's pure classical conditioning. The cigarette of the smoker becomes associated with the smoke until they are one and the same. He usually stops smoking within a few days, and most of our subjects have not gone back to the habit," he said.

Of the 100 subjects in the experiment, most have been smokers for more than 11 years. Most have smoked more than 33 cigarettes a day for those 11 years.

Yet, through Dr. Lublin's methods, half of the subjects have stopped smoking for good within seven days.

Booster sessions are available for those who feel they may be sliding back. The sessions are almost totally effective in stopping a return to the habit.

According to Dr. Lublin, none of the much-discussed side-effects of kicking the habit have appeared in his subjects.

"None have put on extreme amounts of weight, or shown great amounts of nervousness. There is a temporary nervousness, of course, especially for those who have been chain smokers for a greater part of their adult lives," he said.

He added that the nervousness usually disappears after the first three days, when smokers are experiencing their greatest withdrawal symptons.

These early withdrawal symptoms are combatted in several ways. Deep-breathing exercises and chewing gum are the most successful measures.

Two other smoking cure methods, other than the smoke-blowing machine, have been tested during the experiment, but have proven far less successful in permanently breaking the smoking habit.

A heavily advertised commercial preparation designed to stop smoking has proved the least effective.

Smoking in time to a metronome was originally successful, but has tapered off in effectiveness.

In this experiment, smokers were forced to take a puff from their cigarettes every three seconds.

"They learned that smoking fast was very unpleasant. But, when they left the experiment, they could smoke at a normal pace again, so it wasn't really effective in stopping smoking, except it taught them not to smoke quickly," Dr. Lublin said.

"The conditioning method is the most effective, since it makes the subject dislike his own cigarette to the extent that he may never touch one again."

The techniques used in the Cal State program were first developed by psychologists in Amsterdam, where they proved equally effective.

Of all the current experiments undergoing study in the United States, none has met with the great measure of success in permanently stopping smoking that Dr. Lublin's experiment has.

In most other studies, about 20 per cent of the subjects have stopped smoking permanently. In Dr. Lublin's study, the figure runs about 50 per cent.

"Many studies are initially very successful in stopping smoking. But, few of the subjects stop smoking permanently.

"In the study here, almost 100 per cent of the subjects initially stopped smoking, but only 50 per cent continued to refrain from smoking. This still is significantly better than any other study I am aware of," Dr. Lublin said.

Eager to move on to other fields of study, Dr. Lublin would like to turn his findings over to the government or the American Cancer Society to continue on thier own.

"I've been on this project for over a year now. I'd like to start work on other behaviorial problems, so I'm hoping that when my paper is published the government will take the study off my hands." he said.

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Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

TUESDAY EVENING,

SEPTEMBER 17, 1968

THE LOUISVILLE TIMES

Union Hits Anti-Smoke Campaigns

Chicago Daily News Service

CHICAGO — The AFL-CIO Tobacco Workers International Union fought back today against the federal government and the medical profession.

The union said it just isn't so that "the elimination of smoking would be a cure-all for the diseases it is alleged to cause" —lung cancer, respiratory illnesses and body poisons.

The 160 delegates at the union's 14th convention unanimously adopted a resolution yesterday urging Congress to repeal restrictions on the marketing and advertising methods of cigarette-making and tobacco companies.

The delegates represent 35,000 workers who handle tobacco from the auction to the cigarette package, pipe tobacco can, chewing pouch and snuff box.

They said that, after years of research, the medical profession itself disagrees over the effects of tobacco.

Propaganda Charged

They added that the "continuing onslaught" of propaganda against smoking:

- Is a serious threat to the survival of the tobacco industry.
- Jeopardizes the jobs and security of members of the union and millions of others who depend upon the growing and sale of tobacco for a living.

John O'Hare, 64, of Washington, president of the 73-year-old union, said the government regulation that cigarette packages must carry the warning: "Caution: Cigarette smoking may be hazardous to your health," has not affected the use of cigarettes.

"The plants are working two 10-hour shifts, seven days a week," stressed O'Hare. "People smoke to relieve tension—the first thing a wounded soldier asks for is a cigarette—and because of habit, just like coffee drinking."

In the highly automated industry, some machines turn out 2,000 cigarettes a minute. The workers average $2.90 an hour, plus $1 to $1.25 an hour in benefits, according to Robert J. Petree, secretary-treasurer.

Health Service Tries To Make Smoking Less Hazardous

WASHINGTON (AP)—If you can't or won't stop smoking cigarettes, says the U.S. Public Health Service, here are five ways to reduce what it calls the perils:

- Choose cigarettes with less tar and nicotine.
- Don't smoke your cigarette all the way down.
- Take fewer draws on each cigarette.
- Reduce your inhaling.
- Smoke fewer cigarettes each day.

The advice is contained in a new pamphlet, "If You Must Smoke," issued by the health service on behalf of its National Clearing House for Smoking and Health.

But the service said yesterday the only way to escape the perils is to quit smoking altogether, as do about 1.5 million Americans each year. It had this to say to the tens of millions who continue to smoke:

"Anything short of quitting is a compromise."

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LOS ANGELES TIMES September 27, 1968

1002402263

21 MILLION ADULTS HAVE GIVEN UP HABIT

Fewer Youngsters Smoking, Doctor Reports

BY HARRY NELSON
Times Medical Editor

A smaller percentage of youngsters is taking up smoking today than a decade ago, a pioneer in the anti-smoking crusade said here Thursday.

Also, the rate at which adults are giving up smoking is increasing, according to Dr. Daniel Horn, director of the Public Health Service's National Clearinghouse for Smoking and Health.

About 21 million Americans have become successful ex-smokers, about three million of them within the last two years, he told a news conference arranged by the American Cancer Society.

"The country can't afford to have people continue smoking when you realize that one-fourth of the total illness in the United States can be attributed to cigaret smoking," Dr. Horn said.

Among the things Dr. Horn said were responsible for recent increases in the ranks of ex-smokers were new reports showing a link between the number of cigarets smoked and days absent from work, the furore over the Strickman filter and radio and TV antismoking commercials.

Dr. Horn, who is a psychologist, said he believes the furore over the Strickman filter caused many people to stop smoking because they first were led to believe that a safe filter had been developed.

Later it became apparent this was not the case and the disappointment had the effect of reinforcing the knowledge that smoking is harmful.

Dr. Horn's office estimates that radio and TV now give $35 million worth of free time annually to antismoking commercials.

Dr. Horn and Dr. E. Cuyler Hammond coauthored the report, made public in 1954, which served as the foundation of the stop-smoking campaign begun by the American Cancer Society.

The report showed that the death rate among cigaret smokers is far higher than among nonsmokers.

Dr. Horn was here to address a special meeting Thursday night arranged by the Los Angeles County Interagency Council on Smoking and Health.

Dr. Jean Crum, president of the Los Angeles County Medical Assn., told newsmen doctors should try harder to become more effective health educators. He said that doctors are pessimistic about their capacity to influence patients to stop smoking.

"This is an obligation that we must accept and discharge," he said.

As for convincing youngsters that they should not begin to smoke, he said, "We respect their right to make their own decision, but we want to be sure they have the facts. Doctors have a wealth of scientific facts which they have not used."

Dr. Horn said that while 50% of boys and 40% of girls smoked 10 years ago, today the rates are 40% and 35% respectively.

For the adult population he said a 1955 study showed that 42 million adults smoked and 7.5 million were ex-smokers.

His 1968 estimate is 48 million adult smokers with about 21 million ex-smokers.

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

THURSDAY, SEPTEMBER 26, 1968

GREENVILLE PIEDMONT, GREENVILLE, SOUTH CAROLINA

Cite Tobacco Curtailing

COLUMBIA (AP) — A noted cancer surgeon says those who believe smoking is injurious to health should begin working for an orderly economic curtailment of the tobacco industry, leading ultimately to its abolishment.

Dr. Paul T. DeChamp spoke here at a statewide conference of parents and teachers on smoking and health. The meeting was part of a nationwide campaign against smoking financed by the U. S. Public Health Service.

Dr. DeCamp said he realizes doing away with the tobacco industry would cause great economic problems, particularly in South Carolina and other tobacco-growing states.

But he said 360,000 persons die annually from lung cancer, "and that is too great a sacrifice to support an industry.

"No person with any degree of self-respect would feel he must continue in such an industry," he added.

"We must insist on more realistic cigarette labels, curb advertising, analyze problems of addiction and plan for a retrenchment of the tobacco industry," he declared.

1002402644

26 THE WALL STREET JOURNAL,

Wednesday, September 25, 1968

Cigaret Production To Steady in Fiscal '69 Agriculture Unit Says

View Defies Rise in Smoking-Age Population, Consumer Incomes; Is Linked to Taxes, Health Ads

By a WALL STREET JOURNAL *Staff Reporter*

WASHINGTON—Despite an increase in the smoking-age population and record consumer-income levels, cigaret production in the year that began July 1 should remain at the 571 billion level of fiscal 1968, the Agriculture Department said.

If the forecast is correct, it would be further evidence that cigaret sales seem to have reached a plateau and may actually show year-to-year declines in the future. Figures released last month by the Internal Revenue Service Alcohol and Tobacco Tax division showed that overall U.S. cigaret consumption fell 0.24% in fiscal 1968 to 571.2 billion from 572.6 billion in fiscal 1967. It was only the second time on record that cigaret smoking showed a year-to-year drop. The first was in fiscal 1964 following the report to the U.S. Surgeon General linking smoking with lung cancer.

The department commented that "increasing cigaret taxes and the smoking health publicity apparently are reducing cigaret use per person, and possibly the number of smokers." Cigaret consumption per person over 18 years old this year is expected to be slightly under the average of 4,280 in fiscal 1968, the department added, while consumption of cigars and smoking tobacco "probably will gain further."

1002402264

Retry Cancer Suit On Cigaret Firm

PITTSBURGH.—For the third time in 15 years, the case brought by the late Otto E. Pritchard against Liggett & Myers Tobacco Co. for $1.25 million came to trial in Federal District Court here.

A jury began hearing the case before Judge Rabe F. Marsh, Jr. Judges have twice ruled in favor of the tobacco company in the case in which Mr. Pritchard claimed he got lung cancer from smoking Chesterfields. But both times the Third Circuit Court of Appeals ordered retrial.

In the second trial, the jury held that smoking had caused the cancer, but declined damages on the ground that he assumed the risk by smoking. The appeals court held that the assumption of risk principle did not apply, and the current trial was ordered to determine the question of damages.

James P. McArdle is representing Mr. Pritchard's widow in the case.

SUPERMARKET NEWS, MONDAY, SEPTEMBER 30, 1968

1002402264

(5)

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LESTER MARKEL, *Associate Editor*

'If You Must Smoke'

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"If You Must Smoke" is available free in single copies from the National Clearinghouse for Smoking and Health, 4040 North Fairfax Drive, Arlington, Va. 22203.

1002402265

SUPERMARKET NEWS, MONDAY, SEPTEMBER 30, 1968

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FINANCIAL WORLD
NEW YORK, N. Y.
W. 69,000

AUG 28 1968

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(6)

Source: https://www.industrydocuments.ucsf.edu/tobacco/docs/

The New York Times

Published every day by The New York Times Company

ADOLPH S. OCHS, *Publisher 1896-1935*
ORVIL E. DRYFOOS, *Publisher 1961-1963*

ALL THE NEWS THAT'S FIT TO PRINT
ESTABLISHED 1851

ARTHUR HAYS SULZBERGER
Chairman of the Board
ARTHUR OCHS SULZBERGER
President and Publisher

HARDING F. BANCROFT, *Executive Vice President*
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ANDREW FISHER, *Vice President*
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Cigarette industry vs. FTC

A NEW PROBLEM has hit cigarette manufacturers. The Federal Trade Commission wants to CHANGE THE WARNING on cigarette packs from "Caution: Cigarette Smoking May Be Hazardous to Your Health" to read "Cigarette smoking is dangerous to health and may cause death from cancer and other diseases." But under a law passed by Congress three years ago, the FTC is BARRED FROM TOUGHENING the wording of the warning until June 30, 1969. But the FTC doesn't care to wait until then. It is asking the Federal Communications Commission to take RESTRICTIVE ACTION. FTC says the FCC is empowered to ban broadcast cigarette advertising under existing laws dealing with the use of airwaves. This indicates a BIG MONEY BATTLE should the FCC go the way of the FTC. It will not only INVOLVE THE GIANTS of the radio and TV industries, but also those in the advertising and publications fields. And municipal, state and federal taxmen. CIGARETTE MANUFACTURERS spend an estimated $250 million yearly on TV and radio advertising. And are giant spenders on advertising in newspapers and magazines of all kinds. And taxmen of municipal, state and federal governments enjoy multi-billions of dollars in revenues from the consumer smoking habit . . . It is surprising how many financial and business leaders don't smoke. But they don't like the idea of an industry being thrown into a sales slump or possibly being put out of business. They mean to put up stiff opposition to the FTCers . . .

Restrictive action sought

Millions at stake in advertising

1002402266

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

1002402267

PM DOMESTIC

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

PACKAGING PUTS OVER IMAGE FOR IMPORT

The following is excerpted from a talk given at AMA's 1968 Packaging Conference in New York City.

by Clifford H. Goldsmith

About the author

Mr. Goldsmith is executive vice president, operations, Philip Morris, Domestic, New York.

August 6, 1968

PACKAGING

How do we communicate with the consumer? Obviously, we use the standard vehicles—advertising, sales, public relations, etc. And there is, of course, that communications avenue in which all of you are interested—the package. Lets talk more about the package . . .

Suchard is a high-quality candy which is manufactured in Switzerland. What we had to communicate here was the fact that the product is an important entry in this line. Internal communication was complicated by the fact that the respondents were separated by several thousand miles.

The initial objective was to bring the product to the American market within six months after work started and in time for the Christmas season. The product would have to convey a Swiss chocolate with a label design competitive in the American market.

Coordinated by the director of commercial development for confections, market research conducted extensive studies which indicated that 20 per cent of the American housewives already had heard of the brand name and correctly identified it with chocolate. Of these housewives, 81 per cent further associated the name Suchard with a high-quality line product.

Aimed to unify the line, yet distinguish between bar types

Because the key role in the marketing program was packaging, we again used Walter Landor's group (design consultants) to whom the specific requirements, which entailed wrapper designs were outlined. The objective was to conceive package designs for eight kinds of chocolate bars in two sizes (16 in all)—four of which are solid chocolate and four of which are cream-filled. The wrapper designs were to communicate the high quality of a well-established chocolate, imported from Switzerland. Other important considerations were the unifying of the various kinds of bars as a family of products that could be easily identified as fine

A paramount objective was to communicate to the consumer the special quality and flavor promise of each candy type that would be recognizable as a member of the Suchard quality family. From a design standpoint, the new packaging for the American market had to incorporate as many elements as possible from the Swiss package; and yet satisfy the legal packaging requirements. Further, the package had to influence impulse selection at the point of sale.

The art work, prepared in the United

(Continued on next page)

(Continued from preceding page)

States, was sent to Switzerland, where the designs were translated and reproduced in type and color in perfect harmony with the art work done in this country.

Chocolate was packaged in Switzerland and flown to the United States in time for introduction in the fall of 1967 in a regional market.

The designs unified the family of products and dramatized the familiar Suchard logotype face and crest, creating a color coding scheme for the various kinds of chocolate bars. The solid bars are readily identifiable by the white background behind the logotype, while the cream-filled bars have a dark-colored background with easily identifiable graphics communicating the specific cream type contents.

By using the traditional French titles for each type bar, the "real imported Swiss chocolate" idea is quickly understood and the American consumer need but glance at the wrapper to know the contents.

. . . Many groups were involved in this international project to communicate, in order to effectively and profitably bring a product to the market place.

CANDY INDUSTRY AND
CONFECTIONERS JOURNAL
NEW YORK, N. Y.
E. O. WEEK 5,000

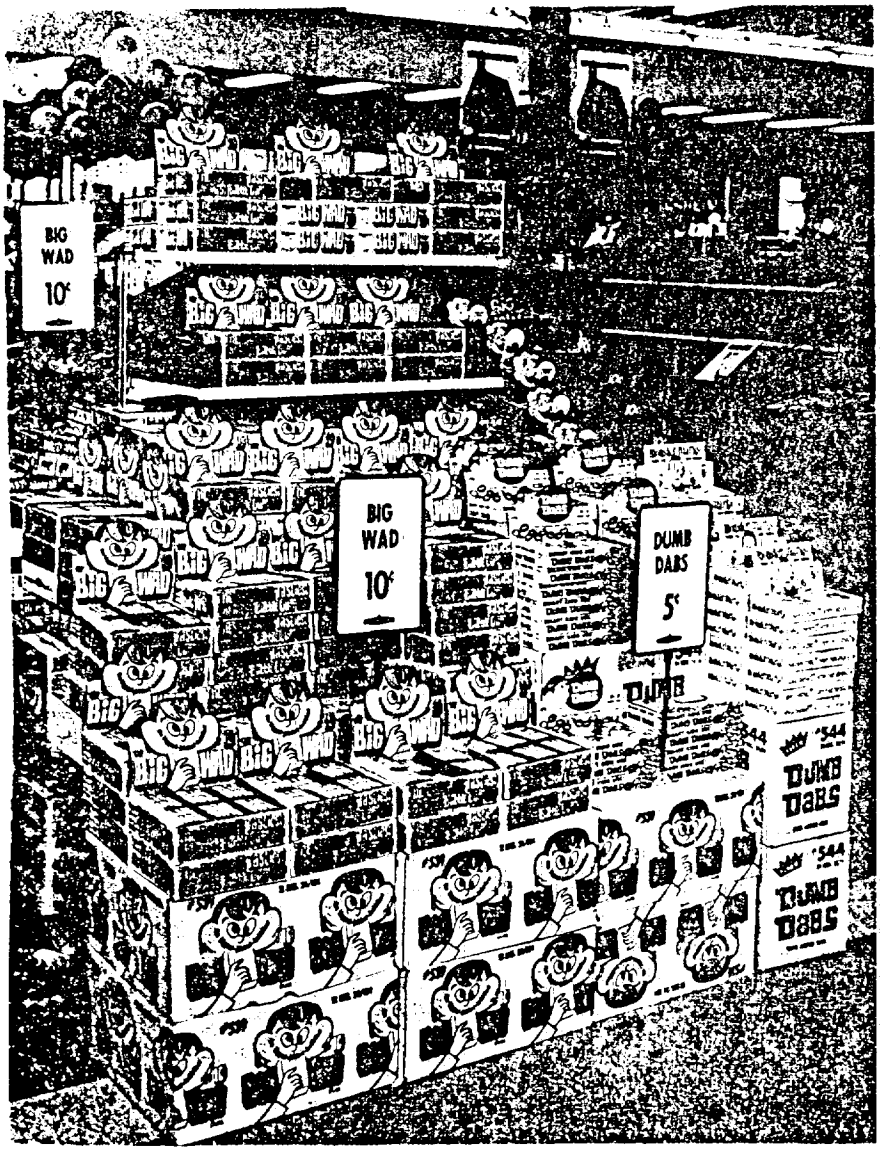
AUG 6 1968

10024022268

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

SEPTEMBER, 1968

THE CANDY MARKETER



1002402269

INCREASED MERCHANDISING:

Makes gum sales boom

■ THE LARGE SIZED BANDWAGON PICKS UP STEAM

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

ST. LOUIS Globe DEMOCRAT BUSINESS and FINANCIAL

SATURDAY-SUNDAY, Sept. 21-22, 1968—Page 5D

British Candy Bar Making Debut Here

By ROBERT E. KOEBBE
Globe-Democrat Business Writer

a candy bar which Britons eat by the millions and is the biggest seller in the world will soon be available in the St. Louis area to help satisfy the sweet tooth of young and old alike.

Harris

Called Kit Kat, Philip Morris Inc. has chosen St. Louis as one of its test markets for this product. IF SUCCESSFUL THIS British candy bar will be introduced nationally and eventually produced in this country.

It is a chocolate bar with cookie like wafers inside.

Heading the test market campaign is Edward C. Harris, a former St. Louisan and product director of the Gum and Confections division of Philip Morris.

HE SAID ST. LOUIS was chosen to test this product because of its large variety of outlets and its diversified market of consumers.

Harris said candy bars Americans eat today are still those they enjoyed as kids, the reason being the candy industry, traditionally, does not engage in large-scale consumer promotion of new products.

"We are not trying to replace pastry but feel the candy bar has a lot of this potential."

He added that this is one reason Philip Morris has decided, for the first time, to enter the candy field.

"SOAP AND detergent products have grown faster than candy products because their virtues have been extensively touted," Harris said. It's his feeling that if Americans can be persuaded to wash a shirt that has been worn only once, they can be persuaded to eat a new candy bar.

The candy bar distribution in St. Louis will be handled by the Reichardt-Rosen Brokerage Co., food brokers.

Manufactured by Rowntree & Co. Limited, York, England, Kit Kat has become quite a product in that country.

"IN ENGLAND during the tea breaks, when the carts come around, they do not contain sweet rolls but do have Kit Kat's," Harris said. "We are not trying to replace pastry but feel the candy bar has a lot of this potential."

He added that today a candy salesman has a hard time trying to persuade his buyers to stock a new brand which is not backed with consumer advertising. Hence, the customer buyt the traditional bars.

"We want to put a mouse trap at every door," Harris said, "we want everyone to know of us, taste our product, and be able to buy it almost anywhere."

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Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

CANDY INDUSTRY MAGAZINE

SEPTEMBER 3, 1968

1002402271

THERE WAS much to delight youngsters at show, including Clark Gum's clown, Clarkie.

Confectioner and Tobacconist September, 1968

— 6.

Clarkie the Clown, Ron Rosenberg, Convention Director, Philip Morris, Inc., N.Y.; Harvey Witcher, Harvey Witcher & Assoc., Santa Ana, Calif., and Wade Smith, National Sales Manager, Rowntree Candy Co.-U.S.

Page 18

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Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

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Page 18

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Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

The Record

SEP 11 1968

Local Marketing Unit Formed

WESTWOOD—Roy A. Lord, former national advertising sales manager for packaged goods of "Life" magazine, has joined with Ed Mooney, president of the Ed Mooney Co., to form Mooney, Lord & Associates, Inc., specialists in creative marketing dialogue, at 223 Old Hook Road.

Mooney, Lord & Associates will develop specific programs for problems within the community of interest between buyer and seller, and between manufacturer and distributor.

Executive associates of Mooney and Lord are Gordon Lovell, recently retired as executive assistant to the chairman of the executive committee of IBM and Knox Ide, former chairman of the board of Personna and former president of American Home Products. They will offer specialized skills and experience in a wide variety of fields. Four additional associates will be announced shortly.

Lord joined Time, Inc. in 1946 as a retail representative for "Life" sales and was named Detroit manager the following year. He was later with both the New York and Chicago sales staffs of "Life" and in 1954 became Minneapolis manager. He returned to New York in 1962 as grocery products sales manager and in 1965 was appointed packaged goods sales manager. In 1967, he was named national advertising sales manager for packaged goods and was a member of the "Life" plans board.

Mooney was a sales representative for Gerber Products. In the early 1950s, he was appointed national circulation sales manager for "Everywoman's" magazine and subsequently joined Compton Advertising, Inc. as a grocery trade account executive and marketing specialist in national brand food accounts.

In 1959, Mooney joined "Life" as grocery merchandising manager and in 1963 was named editor and publication director of "Chain Store Age" supermarket magazine. In 1966, he founded Ed Mooney Co. here, specialists in food industry dialogue.

1002402272

AMERICAN HAIRDRESSER
NEW YORK, N. Y.
MONTHLY 123,700

AUG 1968

Personna now a shaper blade

Personna Shaper Blades, made by the manufacturers of Personna Shaving Blades, are being introduced to the beauty market by Charles G. Spilo of Los Angeles, who has exclusive national distribution of this new line.

Personna Shaper Blades, introduced following an extensive marketing and testing program, are said to have unequalled sharpness and the inherent ability to maintain their keenness for a far longer period of time.

"An example of this," Charles Spilo reports, "is found in the shaping of wigs. Because wig hair is hard and dry, a conventional blade usually must be discarded after a single use. But by an exhaustive series of actual tests, the Personna Shaper Blade permits speedy and skillful use for up to 15 wigs from a single blade."

Special coating adds mileage

Factors contributing to this extra blade mileage are said to be DuPont's fluorotelomer coating on super-stainless steel, and the precise manufacturing procedures which incorporate self-adjusting grinding and honing wheels.

Available now through dealers across the country, the Personna Shaper Blades fit all standard blade holders and are packed twelve 5-blade packages per clear plastic container.

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Source: https://www.industrydocuments.ucsf.edu/docs/fzak0000

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MONDAY MEMO from DRAPER DANIELS, Draper Daniels Inc., Chicago

BROADCASTING WASHINGTON D.C.

On keeping the kink out of research-creative link

AUG 26 1968

If Henry Ford had known about market research it is doubtful that the Model T would ever have come into being. The roads were abominable. Tires blew out every few miles. There were few places where you could buy gasoline. The price was too high for the middle-class income. Many cities had ridiculous laws (Example: man ringing bell must precede auto by day, must carry lantern at night).

But Henry had no survey so he went ahead. He made his own effort at solving the low income problem by paying his workers the unheard of wage of $1 an hour. This not only made them all a prospect but it also forced other plants to raise wages and thus create more prospects. Once enough people had cars they began to demand better roads. Filling stations came into being, and so forth.

Today, however, market research is a fact of advertising life. Especially so when millions of dollars of budget are at stake just in the television game, not to mention the costs of color pages in the print media.

Seeking Solutions ▪ Sometimes the successful advertising solution is the obvious one. Sometimes it isn't so obvious. I've had it both ways over the years.

When beer in cans first came out, everybody advertised how convenient they were. No bottles to return, lighter to carry home, easier to stack in the refrigerator, etc. Yet can sales lagged considerably behind expectations.

Research showed that consumers freely granted that it was more convenient to buy beer in cans. But they didn't think the beer tasted as good. Tests showed that blindfolded they couldn't tell the difference, but they weren't blindfolded when they bought the beer. Besides that tavern keepers didn't like to reach down in the icy water to fish out a can when they could grab a bottle by the neck without getting their hands wet.

Grocers, who were just starting to sell beer, were crazy about beer in cans because they didn't have to fool around with deposits and empties. It was one clean sale and a lot more profitable. They also could display beer in cans in the sunlight without affecting the flavor.

In this case the solution was the obvious one. Advertising directed to the consumers told them how good beer in cans was because the flavor was completely protected from both light and air. Advertising to the grocer pointed out the obvious advantages to him. We didn't even bother to try to convince the tavern keeper and it was all very easy once a good research job gave us the facts.

Sometimes the solution isn't so obvious. The introductory campaign on Marlboro cigarettes faced some formidable problems. You will recall Marlboro was a new cigarette, a popular-priced filter with an old name which previously had been worn by a high-priced Turkish blend largely smoked by middle-aged ladies in New England and some members of the limp-wrist set. Smack in the middle of a long Roper report on cigarettes done for the industry it said the "people tend to think of filter cigarettes as slightly more feminine than masculine."

From this one might have drawn the conclusion that the thing to do was to make Marlboro a woman's cigarette. The fact is, however, that men are heavier smokers than women and it previously had been found that while women would smoke a cigarette considered a man's cigarette, most men would not smoke a brand considered a woman's cigarette. ▪

From this came the decision to advertise Marlboro as the filter cigarette for men. We never said this. We simply showed in the TV spots and print ads brutally virile, tattooed men smoking the cigarette and used strong, simple masculine copy. It was more than a year before a woman ever appeared in the commercials. At the end of the first year Marlboro smokers were 52% men, 48% women.

One problem agencies continually run up against in market research is that there never seems to be enough time or money to do it as well or as much as we would like. What we really have to ask ourselves is how much of this research is really necessary. Sometimes resourcefulness can go a long way.

Mop Plot ▪ My favorite example goes back 20 years to the O-Cedar sponge mop. It looked like a product that had everything but money to launch it.

The research people at Young & Rubicam selected a cross-section of 50 housewives. Each was given a new mop and told she could keep it if she would agree to answer a questionnaire after using it two weeks. The questionnaire uncovered a wealth of information but when each woman answered the "What did you like best" question with "I don't get my hands wet" or something similar we forgot everything else for the time being. All print and TV copy was themed "New wet mop keeps hands dry." O-Cedar's initial $5,000 investment turned into over $1 million in billings earned entirely by an advertising allowance on each mop sold in one year's time.

This experience also pointed out that it's no time to stop trying to figure things out just because you have a success on your hands. The initial plan in Chicago used newspapers as a major medium with a modest spot schedule on that newfangled medium, television. At the time there were only about 25,000 sets in the city and the plan was to drop TV after the first month. Warranty card research discovered though that three out of four buyers said they had seen it on TV.

As you can imagine the emphasis on media changed after that.

Better communciation between creative people and market research people is no longer merely desirable, it is vitally necessary.

Draper Daniels three years ago opened his own Chicago agency, Draper Daniels Inc., after many years with other agencies. In 1961-62 he served Kennedy administration as national export expansion coordinator in U. S. Commerce Department. Just prior to starting his own firm Mr. Daniels had been executive vice president in charge of creative services at Compton Advertising, Chicago, and before that executive vice president of central region of McCann-Erickson.

10025022273

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

MADISON AVE.—WEST

Blurb Biz Booming For Fred Niles

FRED NILES, who operates what he calls "communications centers" in Hollywood, Chicago and N.Y., recently put out a statement that "exciting things are happening in N.Y. and Hollywood." Primarily, the Niles company produces tv commercials but the vista of its operations is broadening beyond this lucrative field. For one, educational films for schools is boiling to a point where a complete unit is being formed here. Having had a go at feature films, the results have inspired Niles to expand in this direction. Up to last year the Niles center in Hollywood was an auxiliary operation, designed to service the N.Y. and Chicago plants rather than become its own full-fledged commercials unit. Now on its own, business is bristling under the command of Paul Johnson and with Terry Kahn, producer and creative director, as his good, right arm.

Let's track down what the Niles centers are doing to justify the exuberance of its prexy. Completed in Rome was a featurette starring Marcel Marceau for Mobile; 10 five-minute films for American Management; 20-minute sales film for Jim Beam; four minutes for Coke; series of spots for Mattel and sundry other singles. This was enough to excite Niles and cue him to broaden the Coast operation.

* * *

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On and off camera: David Ketchum for Bonne Belle Levi; Carole West for Stardust; Olan Soule and Michael Rye for Mattel; Helen Stephens and Maura McGiveney for Gallo wine; Joe Flynn and Jane Webb for Jack-in-the-Box; Bill Idelson, Jeanne Taylor and Barney Phillips for Crocker Citizens bank; The Cowsills for American Dairy Assn.; June Foray for Mattel; Lennie Weinrib for Dixie cup; Gino Conforti for Dodge.

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Bill Dana and Don Adams writing their own material for six radio commercials for Pontiac Dealers of N.Y.... McCann-Erickson tapped Sandler Films for series of Bell & Howell blurbs... Harold Olden, who at the age of 16 apprenticed with BBDO, retires at year's end as veepee of art... Cascade given the order to produce special title material for "Here's Lucy" with the new "humanation" stop-motion technique. Phil Kellison will be in charge of special photographic effects.

Whoever picks up all the marbles as the year's best commercial, here's one vote for Gillette's "defenseless" campaign and a half vote to the ciggie company's Parliament pitch in London. As for Crest, it should be stuffed into that kid's one cavity and capped ... Those scratchy records on radio are becoming an annoyance... Doesn't the ad agency for a client ever check or are they too busy creating... what? *Helm.*

10024022274

CHICAGO
SUN-TIMES
D. 532,156 SUN. 710,814

SEP 3 1968

Travel 8,000 Miles For A TV Commercial

NEW YORK (UPI)—Television viewers who watched a recent Bic ballpoint pen commercial filled with Tahitian girls dancing on a Polynesian beach may have imagined it was shot in Hollywood. Not so. The Ted Bates Agency sent the camera crew and performers 8,000 miles to French Polynesia to record that 30-minute shot!

The multimillion-dollar television commercial business thinks it's necessary to get authenticity, no matter what the cost.

Seasonal Problems

Foreign shooting is necessary, sometimes, to provide proper seasonal backgrounds. When advertising executives at Gulf Oil were looking in August for snow in which to shoot television commercials for snow tires, anti-freeze and winter lubricants, they went to Argentina. The Leo Burnett Agency also chose Argentina for Marlboro cigaret commercials because it needed lush green prairie scenes in January and the Argentine had them.

No Monkeyshines

When a leading copying machine maker broadcast a commercial showing a chimpanzee operating its machine, a government official challenged it as a fake. The ad agency had the chimp give a special performance for Uncle Sam's man.

10024022274
(7)

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

MADISON AVE.—WEST

Blurb Biz Booming For Fred Niles

FRED NILES, who operates what he calls "communications centers" in Hollywood, Chicago and N.Y., recently put out a statement that "exciting things are happening in N.Y. and Hollywood." Primarily, the Niles company produces tv commercials but the vista of its operations is broadening beyond this lucrative field. For one, educational films for schools is boiling to a point where a complete unit is being formed here. Having had a go at feature films, the results have inspired Niles to expand in this direction. Up to last year the Niles center in Hollywood was an auxiliary operation, designed to service the N.Y. and Chicago plants rather than become its own full-fledged commercials unit. Now on its own, business is bristling under the command of Paul Johnson and with Terry Kahn, producer and creative director, as his good, right arm.

Let's track down what the Niles centers are doing to justify the exuberance of its prexy. Completed in Rome was a featurette starring Marcel Marceau for Mobile; 10 five-minute films for American Management; 20-minute sales film for Jim Beam; four minutes for Coke; series of spots for Mattel and sundry other singles. This was enough to excite Niles and cue him to broaden the Coast operation.

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Chattanooga Daily Times
CHATTANOOGA, TENN.
D. [illegible] 64,200

AUG 27 1968

Answer to 'Big Ben' Question In Contest Brings Suit Here

By CHARLES QUINTON

A lawsuit to have a Chattanoogan named official winner of a $25,000 cigarette company contest was filed Monday in federal court here.

Peter J. Rogers, of 143 Blackwell Dr., East Ridge, filed the suit against Philip Morris, Inc., contending that his was the only correct answer to one of six questions in a Parliament cigarette sweepstakes contest.

According to Rogers' complaint, the contest consisted of six questions to be answered by contestants to become eligible for the $25,000 grand prize.

Following each of the six questions were three possible answers, but the contestants, according to Rogers' statement, were not restricted to picking one of the three suggested answers.

Rogers' suit is based on the first of the six questions. The contest form showed a picture of the clock tower of the Houses of Parliament and contestants were required to answer the question, "Many Londoners set their watches by this clock."

The suggested answers were, Big Al, Big Daddy, and Big Ben.

Rogers, a native of England, contends that all three answers are incorrect. On his entry form he noted that none of the suggested answers were correct and identified the tower shown in the photograph as "Clock Tower of the Houses of Parliament," adding that Big Ben is a bell inside the tower.

Rogers has charged that the $25,000 grand prize was awarded to an entrant who did not correctly answer the first question and was therefore ineligible to receive the prize. He charged the cigarette firm had "abused its discretion" in permitting an incorrect entry to win.

James C. Lee, Chattanooga attorney who filed the case, said Philip Morris, Inc., had refused to reveal the identity of the actual winner.

Lee said the suit was not filed on the basis of a law violation, but on the proposition that if "a contest is to be held, it should be a fair one."

1002402275

TRI STATE FOOD NEWS
PITTSBURGH, PA.
SEMI-MONTHLY 12,000

AUG 12 1968

Marlboro cigarettes are running a six-day-a-week campaign through September on the station. Campbell Bounty Coaching Sauce hits the air on WWSW in August, while the Royal Geletin campaign continues into August with a saturation spot schedule. Maxim freeze dried coffee is a summer advertiser.

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the new woman's market . . .

Does the 1.9 per cent dip in taxable removals of cigarettes in the first half of 1968 actually indicate a decline in sales? A number of theories have been speculated, (see page 16) but the answer probably will not be known until removals for the second half of the year are in. One thing appears clear, however, the 1968 cigarette market isn't exactly bullish.

Viewing current new brand efforts in light of apparent sales trends may put them in different perspective. For one thing certain segments of the market appear more loyal in a declining market — among them are coupon smokers.

There has been a shift to coupons in Britain as advertising restrictions tighten. Thus there are several pressures toward coupons, although a quick look at sales estimates for the total U. S. coupon market in the first half shows little activity. In a number of markets Belair and Raleigh Filter showed small increases, but in general the market was steady.

For a review of coupon developments in the U. S. see page 36.

The Women

Also interesting is that, according to Dr. Daniel Horn, head of the National Clearinghouse on Smoking and Health, women are more loyal to smoking than men. That is, once a woman has become a smoker she is less likely than a man to give it up.

This may be among the reasons for the sudden interest in the woman's cigarette market in the U. S.; another could simply be the sudden discovery that women are interested in special cigarettes. There have been indications in the past that women will reject cigarettes with a feminine image.

However, results of current market tests with Philip Morris' new Virginia Slims tell a different story. Ross R. Millhiser, president, says, "Daily clockings in San Francisco indicate that the brand has received a 3 to 4 per cent share of sales in some of the largest volume outlets in the Bay area. Response to 'Virginia Slims' in the test has been excellent. We have received more trial purchases than in any other test marketing program we have undertaken since the introduction of the Marlboro fliptop box in 1954."

Success of the brand in the SanFrancisco area test last month is cited for the instant introduction, but also instrumental could be American Tobacco's sudden decision to add a menthol version nationally to Silva Thins this month.

Currently operating on the theory that the market for a slim, female-directed cigarette is a small but clearly defined one, the battle for national distribution is raging heatedly between Silva Thins Menthol and Virginia Slims.

Who Found The Market?

A recent news release from Philip Morris calls Virginia Slims the "first cigarette designed specifically for women." However, Philip Morris itself had a ladies cigarette a number of years ago when Marlboro was red-tipped (so lipstick wouldn't show.) But then along came the tattooed Marlboro man — and the classical story well known by most advertising men and cigarette executives. Then too, there is Stephano Brothers' Vogue — a brand that sells at a premium price in small quantities, but comes in multi-colors including pink and blue to coordinate with a woman's outfits, and even in gold-tipped black. But this brand has been around for a long while.

It is true that in recent years no new brands have been brought out specifically for women. A number of existing brands have a large proportion of female smokers — particularly menthol brands — but this is generally played down in advertising for the brands.

Interest in the woman's market was aroused by slim-shaped Silva Thins, when this brand was placed in test market last fall, although advertising did anything but stress appeal to women. Early this year a more direct pitch to the market came from Liggett & Myers when the company put three major brands — L&M, Lark and Chesterfield Filters — into the New York market in artistic purse-packs for women. Four packs of ten cigarettes are packaged together and sold at a premium price in certain high quality outlets. Female interest in the packaging is apparent, although distribution in volume outlets of the un-traditionally shaped packaging still poses a problem.

It appears that Liggett feels the way to a lady's heart is

Continued on page 48

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(9)

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

Continued from page 22

'68 CIGARETTE; LADIES MARKET

through the packaging. Sam White, Liggett's vice president of marketing, has commented, "There will always be opportunities to introduce new brands with new names. But at present I see new emphasis being placed in the area of specialized sales appeal through such concepts as colorful packs or a more convenient type of cigarette pack."

And Jackson Gouraud, general marketing manager of the firm, says the Designer Packs are only the beginning of a new marketing approach for Liggett's cigarettes. He notes the liquor business is "locked into this packaging at Christmas all the time. Packaging has to have a place in cigarettes and Christmas is an opportunity and we're going to exploit it. Nobody in the industry has done a thing with it."

But not all firms have approached women from a pure packaging standpoint. American Tobacco may decide to make a more direct appeal to the women with the new national menthol version of Silva Thins; but, Philip Morris is making an all out appeal to the women with new Virginia Slims. The product design, packaging, advertising and promotion for Virginia Slims have all been designed with the female smoker solely in mind.

The company points out the following:

- Approximately 38 million smokers are women, which is more than 40 per cent of all smokers.
- An estimated 35 per cent of all women smokers prefer menthol cigarettes, compared to about 20 per cent of the total cigarette market.

Advertising planned by Leo Burnett Company for the Virginia Slims is extensive and will include all of the Philip Morris network television programs. Ads are also planned for Life, Look, and 14 other publications, most directed primarily to women. Philip Morris is introducing the brand under the quality Benson & Hedges Division umbrella.

Although Virginia Slims shares its long slim shape with American Tobacco's Silva Thins, the products are different. Silva Thins in both regular and menthol claim to deliver less "tar" and nicotine than other cigarettes in their categories and less than most king-size cigarettes. Both versions of Silva Thins have a pleated paper "Skyline Filter," made by Ecusta Paper.

Filter on Virginia Slims is cellulose acetate, and Philip Morris is making no low "nicotine and tar" claims for the brand, only that it contains "a mild but flavorful tobacco blend."

Advertising for Silva Thins Menthol will be tacked onto ads for Silva Thins — a campaign that is currently costing American Tobacco some $10 million. The company also is putting a strong push behind distribution efforts for the new menthol version.

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Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

Hospital Supply firm buying 90-acre tract, staying here

Attributing its decision to "the instantaneous and generous response" of Clarion-area businesses and people to the emergency which occurred last March when the Marianne plant of Hospital Supply & Development was razed by fire, Philip Morris, Inc., has announced completion of an agreement for lease-purchase of a much-larger tract in Shippenville and for indefinite continuation of hospital Supply operations there.

At the same time, ASR Medical Industries, the division of Philip Morris which operates Hospital Supply & Development, has announced the promotion of Mern S. Kemble, former Hospital Supply president, to become operations manager of ASR Medical Industries with headquarters in Staunton, Va.

Succeeding Mr. Kemble as resident manager of the Hospital Supply & Development plant in Shippenville is Don Semple, a native of Bucks County in Pennsylvania, who was formerly ASR plant engineer in Staunton. Mr. Semple has been affiliated with the company since September of 1966 and, he has said, is "very, very happy" to be back in Pennsylvania.

The Philip Morris decision to continue its subsidiary's operations in the Clarion area was manifested in the announcement that Hospital Supply & Development had reached an agreement with the Clarion Industrial Promotion Corporation (CLIP) for the lease-purchase of a 90-acre tract which includes the former boat-factory building which has been occupied by the hospital-supply firm since last March. The 90 acres also includes options on additional, adjacent pieces of land. The building is used for manufacturing operations, storage and office-space.

The Philip Morris combine acquired the Hospital Supply & Development Company last February; it was then housed in a relatively new plant, built by CLIP, in the Marianne area. One month after it became a Philip Morris subsidiary the plant was destroyed in a sudden fire; Hospital Supply set up emergency offices and production-lines in the one-time boat factory at the edge of Shippenville, owned by Wilson Amsler and Scott Smathers and

(Continued on Page Eight)

CLARION, PA
NEWS
TW. 6,095

SEP 6 1968

88

Firm buying 90 acres

(Continued from Page One)

leased by them to Knox Glass, Inc., for a storage warehouse. The stored glass containers were hurriedly warehoused elsewhere, the hospital-supply firm moved into the 30,000 square-foot building, and was back in partial production in a very short time.

In a statement accompanying the lease-purchase agreement with CLIP, R. D. Robertson, operations vice president of ASR, said: "The decision to continue operating in the Clarion area was reached in large measure because of the instantaneous and generous response of a great many businessmen and individuals in the community. The community's rally to our aid gave us an immediate indication that this is the sort of place where business can operate to the mutual advantage of all parties concerned. We're extremely pleased now that we are able to remain on the present property indefinitly."

Although no definite nor immediate plans for expansion of the Shippenville plant have been announced, the Philip Morris announcement said, it is anticipated that additional space will be needed in the near future. The inclusion of the large adjacent tracts in the lease-purchase agreement is regarded as a strong indication that the present Hospital Supply & Development plant will be improved and enlarged soon; a substantial increase in the firm's employment and payroll is hoped for.

The Shippenville plant manufactures disposable surgical trays and kits; it operates as a unit of ASR Medical Industries which is, in turn, a division of Philip Morris, Inc. ASR Medical Industries is a leading manufacturer of disposable products, including surgical blades and sutures.

Discussing his new assignment as ASR's operations manager, Mr. Kemble indicated that the transfer of his home and family from Clarion, is not immediate, since he will be in the Shippenville plant approximately one week out of each month.

Mr. Kemble said, "I want to thank all the people of this area for the help they have shown our company, and for their friendliness toward me and my family. We are glad that our business is located in this area, and I am personally grateful for an opportunity to live in Clarion and to be a part of this fine community."

Because of Mr. Kemble's close ties with the Shippenville operation and with the Clarion community, this promotion to greater responsibilities in the ASR organization, and his closer future contacts with the top management of that Philip Morris division, it is felt locally that even closer liaison with the division's headquarters in Staunton, Va., will be achieved and that the Shippenville operation will benefit as a result.

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Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

1002402279

PM INDUSTRIAL

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

36-27 FROZEN FOOD AGE
MO. 17,200

SEP 1968

CLIPPED BY BACON'S

COOKED AND PREPARED FOODS

Beef Tamale, Stuffed Potato Items Marketed by Topmost in Boil-in-Bags

Topmost Foods, Inc., Costa Mesa, Calif., has introduced two new frozen items in boil-in-bag packaging—beef tamales and stuffed potatoes with cheese sauce.

The items are individually wrapped, and packed three to a pouch. According to the company, they require only 15 minutes to heat and serve, and after cooking, the individual tamales or potatoes can be removed from the outer pouch through a specially designed fork slot.

Each item weighs 15 ounces, and the tamales bear the inspection seal of the U. S. Department of Agriculture.

Both outer pouch and inner wrap were designed, manufactured and printed by Milprint, Inc., Milwaukee, Wis. Pouches and wraps are constructed of a poly-cello-poly material that the company says will not delaminate, even after five hours of boiling.

According to the company, the packages are air-free and have strong resistance to oils, greases and temperature extremes, from -40 degrees to 200 degrees F. They can also be stored refrigerated 30 days.

Three in One

Frozen beef tamales by Topmost are packed three to a bag, each individually wrapped. Company notes packaging makes item easy to use as single-serving dish.

10024022280

AIR CONDITIONING
HEATING & VENTILATING
NEW YORK, N. Y.
MONTHLY 19,400

SEP 1968

10024022280 A

Threaded Sight Plugs for Low Pressure Applications

Liquid level sight plugs, designed for low and medium pressure applications, have removable glass tops for cleaning or replacement. Standard units are rated for 125 psi and 250F. Special glasses and seals are available for higher maximums. Bodies are of aluminum, brass or steel. Sights are furnished from ⅜ to 2-in. NPTF threads; from ½ to 2⅜-in. SAE O-ring threads and from ¾ to 2⅜-in. NF straight thread and nut. —Nicolet Co., Manitowoc, Wis.

Circle No. 352 on Inquiry Card

36-21B FOOD PRODUCT DEVELOPMENT
E. O. M. 15,260

SEP 1968

CLIPPED BY BACON'S

zip-opening chub pack for boil-in-bag foods

Individually packaged chubs of a laminated poly-cello-poly film which does not delaminate in boiling water is being used by Topmost Foods, Inc., Costa Mesa, Calif. to market their *Zippe* beef tamales and *Zippe* stuffed potatoes with cream sauce. The package is designed to resemble a potato skin, and incorporates a pull string to open the film quickly. Product can be eaten directly from the package, which is decorated in three colors, and contains a fork slot to aid in removing it from boiling water. Milprint, Inc. developed the convenience package and can provide further details on request. CIRCLE 604

10024022280
(2)(1)

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CANDY INDUSTRY MAGAZINE

SEPTEMBER 3, 1968

1002402281

PRODUCT, BIG AND SIMPLE in package reproduction, stands out in 1967 flexible packaging award winner in two categories for Mealtime Foods, Inc., Lebanon, Pa. Package producer: Milprint, Inc. Designer: Charles Hogg.

S-12 SNACK FOOD
MAR 4.000

JUL 1968

Hershey bags take bows

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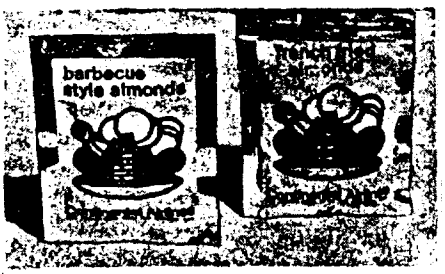

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1002402281B

Source: https://www.industrydocuments.ucsf.edu/docs/p2xk0000

CANDY INDUSTRY MAGAZINE

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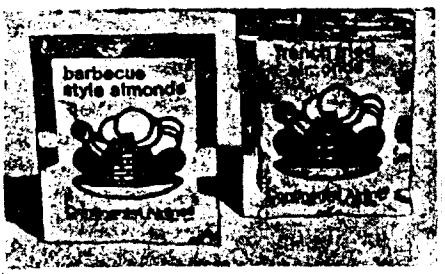

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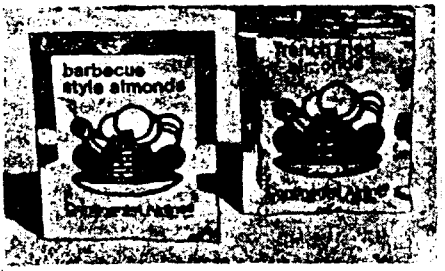

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PAPER, FILM AND FOIL CONVERTER MAGAZINE

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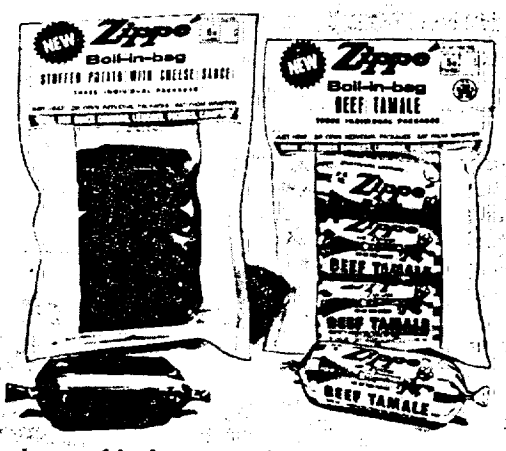

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THE MILWAUKEE SENTINEL

FRIDAY, OCTOBER 4, 1968

Milprint Club

Twenty-eight new members of the Quarter Centruy Club of Milprint, Inc., will be honored Saturday at the annual meeting and dinner party of the club's midwest division at the Holiday Inn Central.

1002402282

CHEMICAL ENGINEERING NEW YORK, N. Y. CIRC. WEEK 63,000

AUG 26 1968

1002402282

81-17 TEXTILE WORLD MO. 25,300

SEP 1968

CLIPPED BY BACONS

Liquid Level Gages....Elbow-type with built-in dial thermometers. Temperature gage offered in either centigrade or farenheit scales. Data sheet. 474 Nicolet Co.

Polymer Industries Inc., Greenville, S. C., James A. Cooney to product manager —textile finishes. . .

1002402282C

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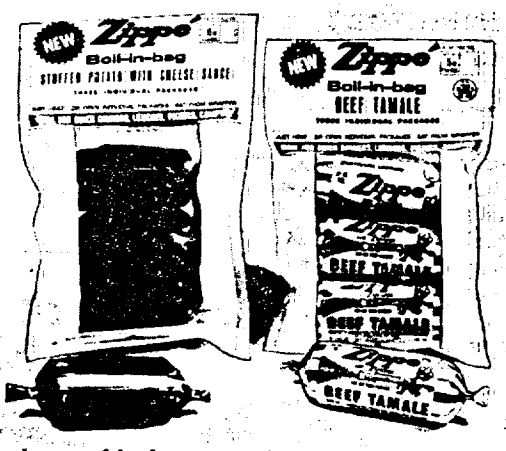

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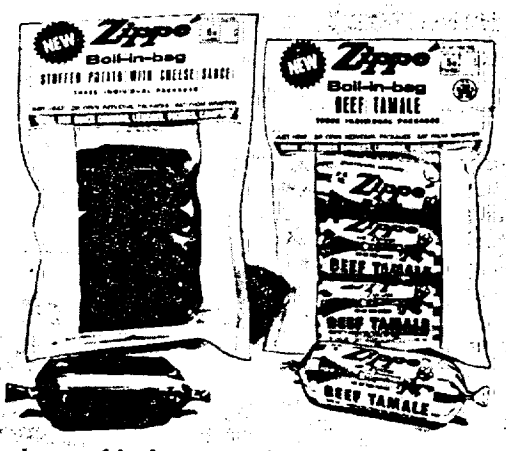

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1002402282C

(3)

Source: https://www.industrydocuments.ucsf.edu/docs/pzkk0000

Package of the Week:

Octagonal-Shaped Cartons Used to Market Rye Bread

BROOKLYN, N. Y.—Attractive point-of-purchase packaging and additional protection for its frozen rye bread prompted Koster, Inc. Bakeries to adopt an octagonal-shaped carton.

Reaction to the unusual-shaped carton for bread has been excellent reflected by an increase in product sales and wider market distribution, according to Koster officials.

Although the cartons are more costly than the former package, a cellophane printed overwrap, Koster spokesmen feel the additional cost will be covered by increased sales.

The cellophane overwrap has not been discarded. Sliced loaves are first placed in the unprinted cellophane overwraps for additional moisture protection and to keep the slices together in the carton.

Construction of the carton, tuck tab opening at the top of the package, allows consumers to remove desired number of slices and replace the rest in the carton, close the container and return the package to the freezer.

Although not a major consideration when the carton was designed, its shape, resembling that of a loaf has received favorable reaction from consumers and retailers.

The front and back carton panels are straight sides. The side panel, however, is scored one quarter the distance from the top and bottom. Areas above the scores at the top and below the score at the bottom slant inward to give the package added strength, it was noted by a spokesman representing the bakery firm.

To further make the cartons a standout in the freezer case, Koster has chosen full-color wraparound graphics. A breakfast scene appears on some cartons while others carry a dinner grouping.

When the front of a carton is placed next to the side panel of another carton, graphics form a complete table tableau allowing the packages to be placed on both panel facings for display purposes.

Made of 16-point sulphate boxboard and press varnished, cartons are shipped flat, hand setup in Koster's plant, manually filled and sealed and placed twelve to a corrugated shipper.

Koster officials expected as product volume increases they will install automatic packaging equipment and switch to a zipper opening arrangement on the carton to facilitate opening.

Cartons are supplied by Milprint, Inc. with cellophane overwrappers from Olin Mathieson.

For more information on cartons, circle no. 76; on overwraps, no. 77 on service card.

■ ■ ■

60-3C FOOD & DRUG
PACKAGING
E.O.W. 35,000

SEP 12 1968

CLIPPED BY BACONS

1002402283

Package of the Week:

Octagon-shaped paperboard cartons with full-color wraparound graphics contain frozen rye bread slices (See story, page 3).

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

1002402284

20-1 CANDY INDUSTRY
C.O.W. 6,000

SEP 3 1968 CLIPPED BY BACON'S

PACKAGING DESIGN

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Ho-Jo utilizes cartoons

Frank Gianninoto & Associates of New York City has developed a series of amusing cartoon figures to encourage younger customers to try each of five new candy bars produced by The Howard Johnson Co.

The colorful bar wrappers also bear the familiar Howard Johnson logo and the orange-and-turquoise trademark which was developed earlier by the Gianninoto organization as part of a broad redesign project for Johnson's Grocery Products Division. Flavor names are printed in chocolate brown. Packaging supplier is Milprint, Inc.

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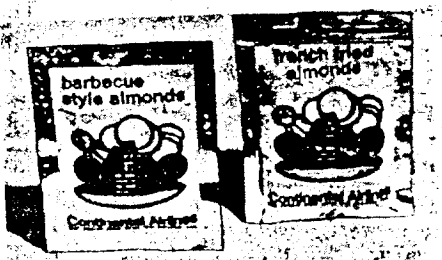

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60-9B PACKAGING USA
WKLY.

SEP 16 1968 CLIPPED BY BACON'S

10024022284 A

MILPRINT RAISES PRICES ON FOIL PRODUCTS

Milprint Inc. has announced a price increase of 3.5% on foil converted products, effective Sept. 23rd. According to the company, the increase is needed to recover labor increases and raw materials and manufacturing supplies price hikes.

Also appeared in the:

Wall Street Journal
Milwaukee Journal
Bakers Weekly September

Source: https://www.industrydocuments.ucsf.edu/docs/pzkb0000

1002402284

20-1 CANDY INDUSTRY
C.O.W. 6,000

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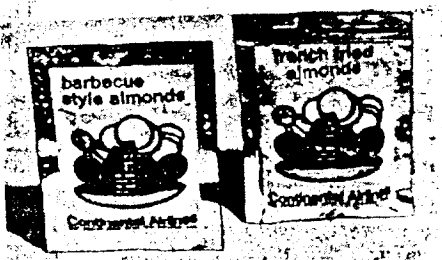

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SEP 1968
SCANNED BY BACON'S

Packaging Institute's Forum will stress "What's Really New"

Not one, but three sessions of "What's Really New" will bring you up to date on the materials, techniques, products, and machinery that will help you solve tomorrow's problems.

SPURRED by the acceptance of PACKAGE ENGINEERING editor Bruce Holmgren's seminar at the '67 Forum, P.I. will offer not one, but three *What's Really New in Packaging* sessions this October.

Each will be planned and chaired by a member of the packaging press known for his insight into the newest developments and trends: "What's really new in packaging—technical" will be led by Ed Curtis, Technical Editor, PACKAGE ENGINEERING; Burt Gussow of Food and Drug Packaging will conduct "What's really new in packaging—marketing"; and Bill Simms of Modern Packaging Encyclopedia will present "What's really new in packaging—the challenges."

To allow for newest, last-hour developments, no details of these "cliff-hanger" seminars will be revealed until the day of their presentation. The three sessions will be held concurrently on the afternoon of Monday, October 7th.

Monday, October 7

Program opener for the 1968 Forum will be the annual packaging comprehensive, presented this year by Monsanto Co., entitled *A Package . . . from Concept to Consumer.* The presentation will trace the highly interesting development of the see-through plastic meat tray and will forecast the future for transparent packaging of perishable food products. This one-hour comprehensive will be held Monday morning, October 7th, immediately following P.I.'s annual business meeting.

Tuesday, October 8

Tuesday morning will be given over to two seminars, a workshop, and an open technical program meeting, all held concurrently.

The same program format—two seminars, a workshop, and an open technical committee meeting—will follow on Tuesday afternoon. Dr. Frank C. Campins, board chairman of Polymer Industries, Inc., will lead the seminar *Management Faces the Crises of Packaging.* Four speakers drawn from top management positions will discuss the impact of consumer demands on corporate package planning.

Converting from glass to rigid plastics, present and potential packaging uses for aluminum, composite containers, and the impact of tin-free steel in can manufacture and coating systems are the areas to be covered in *The Modern Look in Rigid Containers.* Chairman of this seminar will be Norman S. Hewitt, director, research & engineering planning, Continental Can Co.

A workshop, *Packaging and the Production Line,* will be moderated by Joseph P. Portsmouth, engineering consultant, General Foods Corp. Four panelists will discuss production line changeovers, machine pretesting, integrating a packaging line, and quality control.

The Impact of Quality Assurance on Today's Packaging Needs is the theme of the open technical meeting to be conducted by P.I.'s Paper Committee. A speaker program under the chairmanship of William B. Hall, customer acceptance manager, Carton & Container Div., General Foods Corp., will review latest techniques and equipment with special emphasis on paper packaging.

Wednesday, October 9

On Wednesday afternoon, three seminars and a fourth open technical committee meeting will complete the Forum program.

Dr. Aaron L. Brody of Arthur D. Little, Inc., will lead a seminar on *The Unfilled Needs of the Food Packager.* Here, representatives of manufacturers in four different food product areas will describe what their industries need that is not now available, and what packaging suppliers should be doing about it.

Decisions in Identifying Needs and Designing, Developing, and Purchasing of Consumer Packaging will be the title of a seminar chaired by Norman A. Vanasse, manager—packaging development services, General Foods Corp. Each of the four related areas specified in the seminar title will be discussed from the standpoints of who makes the decisions, and how.

The all-important subject of training for packaging will be covered in depth at the seminar *Packaging Education—from Mechanic to Manager* led by Dr. Seymour G. Gilbert, Professor, Dept. of Food Science, Rutgers, The State University. Included will be discussions of the approach to and objectives of formal packaging education at Michigan State University and University of California, training packaging line mechanics in vocational and senior high schools, educating a materials scientist for a role in packaging, and a look at what's ahead in P.I.'s own packaging education programs.

P.I.'s Cosmetics Packaging Committee will conduct an open technical meeting on the subject *Pack-*

10024022851

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

21-3 CHEESE REPORTER
WKLY. 2,000

SEP 13 1968

CLIPPED BY EATONS

Italian Cheese Seminar To Be Sponsored By Dairyland Foods

Waukesha, Wis. — Dairyland Food Laboratories, Inc., will present a series of seminars in four Wisconsin cities for members of the state's Italian cheese industry, it has been announced by Merle G. Farnham, DFL president.

The meetings will be held at Fond du Lac on September 18, Green Bay on September 19, Platteville on September 25, and Eau Claire on September 26. Authorities in the fields of cheese research, production, packaging, and marketing will

speak.

"These seminars bring together manufacturers with research and technical experts for discussions of activities of mutual interest in the cheese industry," Farnham said.

Farnham will talk on "Rennet World Wide: A Rome Report," at the meetings. Other speakers and their subjects will be:

"Pink Ring Defect can be Prevented" by Dr. Norman P. Olson, department of food science and industries, University of Wisconsin-Madison. "What's New In Cheese Packaging" by Donald P. Garry, packaging specialist with Milprint, Inc., Milwaukee.

"The Coming Revolution in Milk-Clotting Enzymes", "Imports: Effect on the Domestic Cheese Industry" by Robert F. Anderson, executive secretary, National Cheese Institute, Chicago.

Farnham said DFL, which pioneered in providing research information for the cheese industry, "is pleased to contribute to the continuing technological research and knowledge of the Italian cheese industry, and to assist Wisconsin in maintaining its position as the No. 1 state in the production of Italian cheese."

10024022886

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

THE NEW YORK TIMES
NEW YORK, N. Y.
(S) 1,514,000

SEP 15 1968

CLIPPED BY BACON'S

610

Milprint Names A High Official

The appointment of H. O. Ranger as vice president for research and development of Milprint, Inc., effective Sept. 23, was announced last week by James B. Kurtzweil, president of the flexible materials manufacturer.

Mr. Ranger has been manager of packaging development at the research center of the St. Regis Paper Company since 1962. Before joining St. Regis, he was associated with the General Foods Corporation and with the Ansco division of the General Aniline & Film Corporation. At Milprint, a subsidiary of Philip Morris, Inc., he will fill a post made vacant by the death of Drury R. Burton.

A graduate of the University of Maine, where he received a B.S. degree, Mr. Ranger completed graduate work at the American University, from which he received an M.A. degree.

Milprint, with corporate offices and research and development laboratories at Milwaukee, makes packaging for the food and non-food industries through manufacturing facilities in Downington, Pa., De Pere and Milwaukee, Wis., and San Francisco, Calif. The company's Koch Convertograph division, producer of labels for bottles and other containers, is in Evansville. Ind.

10024022871

Also appeared in:
Cheese Reporter - Sept.

THE MILWAUKEE JOURNAL
MILWAUKEE, WIS.
(e) 374,300 (S) 562,600

SEP 17 1968

CLIPPED BY BACON'S

610

Personally Speaking

Jeremy C. Wellenkamp has been appointed manager of industrial relations and personnel for the Milwaukee plant of Milprint Inc. Wellenkamp has been plant supervisor of industrial relations for Tee-Pak, Inc., Danville, Ill. Harold H. Kuehn has been named to the new position of director of manufacturing services for Milprint. He was formerly director of manufacturing.

Also appeared in:
The Milwaukee Sentinel - Sept.

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The Manufacturing Confectioner
August 1968

The promotion of **Albin J. Wyco** to the position of Manager of the Milprint, Inc., Corporate Customer Service Coordinators Department of the Company's Marketing Division has been announced by Eric G. Erickson, vice president of Marketing.

In making the announcement Mr. Erickson stated that in his new assignment Mr. Wyco is responsible for both the day to day and long term activities of the Company's Corporate Customer Service Coordinators.

Since joining Milprint twelve years ago, Mr. Wyco has been associated with the flexible packaging materials manufacturer's Marketing Division. Prior to his promotion he had been a member of Milprint's Corporate Customer Service Coordinators Department. Before that he had held various group leader and coordinating positions in the Company's Sales and Marketing Departments.

60-9B PACKAGING USA
WKLY.

SEP 16 1968

CLIPPED BY BACON'S

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Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

THE NEW YORK TIMES
NEW YORK, N. Y.
(S) 1,514,000

SEP 15 1968

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62-2C MODERN CONVERTER
TWICE MO. 12,000

AUG 5 1968

CLIPPED BY BACON'S

D. R. Burton Dead

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1002402288

49-6 THE NATIONAL PROVISIONER
WKLY. 10,000

SEP 14 1968

CLIPPED BY BACON'S

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THE NATIONAL PROVISIONER, SEPTEMBER 14, 19

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The Des Moines Register - Sept

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TWICE MO. 12,000

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Moore

Tischer

Miller

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1002402289A

POTATO CHIPPER

SEPTEMBER 1968

The Milwaukee Sentinel
Thursday, Sept 26, 1968

The appointment of **William C. Russell** to the post of employe relations supervisor in the Milprint, Inc., plant here,

William C. Russell

has been announced by the company. Russell formerly was associated with the Milwaukee Boys club, where he was a unit group guidance director. At Milprint, a part of Philip Morris, Inc., he will be responsible for the plant's safety program, medical department, employe recreation and recognition programs and the coordination of Milprint's efforts to provide training, counseling and jobs for the hard core unemployed.

1002402289

♦ **Donald P. Garry, Carl J. Mayer and Thomas M. Kolodzynski** have been appointed to the newly established positions of marketing coordinators for Milprint Inc., by Richard F. Dunbrook, director of marketing.

According to Dunbrook, "In their new assignments Garry, Mayer and Kolodzynski are responsible for handling and coordinating the flow of information concerning market trends, pricing, development activities, new products and material sampling, required by Milprint's marketing managers."

Under the new marketing coordinator function, Garry will continue with his coordinating activities in the carton and labels area for Gene Smith, marketing manager, as well as handling marketing details of Milprint's dairy and meat industries product line.

Mayer's assignment includes coordinating activities of the snack food and confectionary industries for marketing manager Charles Appling and Milprint's non-food flexible packaging materials product line for Donald McGillan, marketing manager of non-food items. Kolodzynski has been assigned to Milprint's marketing department's specialty food items marketing manager, Ned Simandl.

Garry was previously associated with Milprint's marketing division in sales and marketing assignments, specializing primarily in dairy products packaging. Mayer was formerly a member of Milprint's marketing division's customer service coordinators department. Kolodzynski is a recent business administration graduate from Wisconsin State University — Whitewater.

Milprint, having corporate offices in Milwaukee, serves the flexible packaging materials needs of the food and non-food industries of the nation through sales offices in Boston, New York, Richmond, Va., Philadelphia, Cincinnati, Chicago, Milwaukee, Minneapolis, Los Angeles and San Francisco. Also, Milprint's sales representatives are based in all other major metropolitan areas of the country. The Company's plants are located in Downingtown, Pa., De Pere and Milwaukee, Wis., Evansville, Indiana (the Koch Convertograph Co. Division) and South San Francisco, Calif.

43-2 MEAT
MO. 15.700

SEP 1968

CLIPPED BY BACON'S

Murray

LeFils

James W. Murray has been appointed general manager of the Koch Convertograph Div. of Milprint, Inc. **William S. Ryall** has been named Cincinnati district sales manager. **Bernard W. Le Fils** has been made plant superintendent of the Koch Convertograph Co. **Robert Brooks** has been named plant superintendent of Milprint's Downingtown, Pa., plant.

Also appeared in:

National Lithographer
Paper, Film & Converter
Magazine - Sept

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Garry was previously associated with Milprint's marketing division in sales and marketing assignments, specializing primarily in dairy products packaging. Mayer was formerly a member of Milprint's marketing division's customer service coordinators department. Kolodzynski is a recent business administration graduate from Wisconsin State University — Whitewater.

Milprint, having corporate offices in Milwaukee, serves the flexible packaging materials needs of the food and non-food industries of the nation through sales offices in Boston, New York, Richmond, Va., Philadelphia, Cincinnati, Chicago, Milwaukee, Minneapolis, Los Angeles and San Francisco. Also, Milprint's sales representatives are based in all other major metropolitan areas of the country. The Company's plants are located in Downingtown, Pa., De Pere and Milwaukee, Wis., Evansville, Indiana (the Koch Convertograph Co. Division) and South San Francisco, Calif.

49-2 MEAT
MO. 15,700

SEP 1968

CLIPPED BY BACON'S

Murray

LeFils

James W. Murray has been appointed general manager of the Koch Convertograph Div. of Milprint, Inc. **William S. Ryall** has been named Cincinnati district sales manager. **Bernard W. Le Fils** has been made plant superintendent of the Koch Convertograph Co. **Robert Brooks** has been named plant superintendent of Milprint's Downingtown, Pa., plant.

Also appeared in:

National Lithographer
Paper, Film & Converter
Magazine - Sept

1002402289

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

1002402289A

POTATO CHIPPER

SEPTEMBER 1968

The Milwaukee Sentinel
Thursday, Sept 26, 1968

The appointment of **William C. Russell** to the post of employe relations supervisor in the Milprint, Inc., plant here,

William C. Russell

has been announced by the company. Russell formerly was associated with the Milwaukee Boys club, where he was a unit group guidance director. At Milprint, a part of Philip Morris, Inc., he will be responsible for the plant's safety program, medical department, employe recreation and recognition programs and the coordination of Milprint's efforts to provide training, counseling and jobs for the hard core unemployed.

1002402289

♦ **Donald P. Garry, Carl J. Mayer and Thomas M. Kolodzynski** have been appointed to the newly established positions of marketing coordinators for Milprint Inc., by Richard F. Dunbrook, director of marketing.

According to Dunbrook, "In their new assignments Garry, Mayer and Kolodzynski are responsible for handling and coordinating the flow of information concerning market trends, pricing, development activities, new products and material sampling, required by Milprint's marketing managers."

Under the new marketing coordinator function, Garry will continue with his coordinating activities in the carton and labels area for Gene Smith, marketing manager, as well as handling marketing details of Milprint's dairy and meat industries product line.

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FINANCIAL TIMES
July 15, 1965

1002402291

The Executive's World ADVERTISING AND MARKETING

Another company is trying to get into the razor blade market—and imitating the Wilkinson no-advertising approach into the bargain. ANTONY THORNCROFT reports

A hush-hush launch

NEXT WEEK some of the leading menswear retailers could be stocking Jewel razor blades. If this marketing breakthrough does happen, Jewel, the manufacturers of the blades, and Blades Industries, the sellers of the product, will be even more convinced that, in marketing anyway, lightning can strike twice. For Jewel hopes to achieve the wildly optimistic sales target of 10 per cent. of the trade by the end of next year by the same method that Wilkinson Sword pioneered: no advertising in the initial stages, and complete reliance on word of mouth recommendation.

Jewel has an impressive pedigree. The company is run from Sheffield by two production engineers, Lennox Clements and Ralph Abbott, who worked on the Wilkinson blade. The process adopted is taken under licence from Gillette, although with a Dupont coating on the blade rather than the ICI version used by most British blade manufacturers. After leaving Wilkinson, Clements and Abbott toured the world setting up razor blade production lines. On returning to this country they found no difficulty in making their own blade, but were at a loss on how to sell it.

Last December they were approached by Blades Industries, a subsidiary of the Frankenberg group, which is basically a wholesale warehouse organisation. Blades committed itself to selling all the blades that the Sheffield factory could produce, which is currently 1m a week. It did this in the same way that it has marketed other goods: sending samples to wholesalers, especially cash and carries, and hoping for favourable orders as a result. In this case the response was 12 per cent., about four times the usual follow up of samples. This was particularly encouraging since the minimum order was 100 boxes valued at well over £100.

Blades Industries has little knowledge of what happens to the blades after they have appeared in the cash and carries, although perhaps 3,000 retailers in the London area are now stocking them. As yet they cannot compete at the consumer level. Any future success depends entirely on public demand, for the blades at 2s 6d for five, are among the cheapest stainless blades on the market. However, Blades competitors doubt whether the conditions are identical with the Wilkinson situation. Then the product had a distinct quality advantage over other blades. Jewel's attraction is its price, but it is arguable whether consumers buy razor blades for reasons of price. They go instead for reputation, for the assurance that the product can do what is, after all, a rather personal job. This is particularly true of women who buy 40 per cent. of blades, and like the security of well advertised brand names. Wilkinson Sword and Gillette certainly guarantee promotional support for their blades: both spend well over £600,000 a year to ensure consumer confidence, a very high expenditure in a trade which is valued at only £14m.

On top of this Jewel can find little encouragement in the previous attempts of smaller manufacturers to crash into the razor blade market. Personna is now pushing hard, particularly with below the line promotions, and special offers in co-operation with other companies, but the share of the market not commandeered by Wilkinson or Gillette has shrunk in recent years from 12 per cent. in 1965 to about 10 per cent. to-day. Razor blade users are notoriously conservative, and nine out of 10 consumers buy the same blade again.

On a wider front there are few marketing examples of companies that have successfully launched a product without advertising support except in the quality goods field. Old marketing hands can recall Dunhill cigarettes; there was, of course, Wilkinson, and just recently a beer company and a motor oil manufacturer have introduced new brands with just point of sale publicity. But in both these cases the new products have arrived on the back of existing and well-promoted brands.

Jewel is not completely without support. There has been a little advertising in the trade press, and a PR campaign is to be launched. Blades is also creating a subsidiary market for its throughput in own-label blades for the supermarkets. This is an under-exploited field, largely because of the ease of pilfering such a small pack, but Blades has developed a bigger container, and hopes to develop this second string to its activities. Blades admits that it will have to advertise eventually, if only to re-assure its stockists and consumers. This could conceivably be a mistake. There is probably a role for a small razor blade manufacturer with low overheads and good quality control checks on its production. Trying to compete with Gillette and Wilkinson Sword at their own level, in the fierce in fighting of retailer discounts, special offers, lavish competitions, and half a million plus appropriations is the quickest way to a substantial loss.

Fortunately for Jewel and Blades there is another challenger in the ring ahead of them. Personna, the Philip Morris subsidiary, is about to swamp the market with 12m. free samples over the next year, some aggressive advertising, and a target of a quarter of sales within two years. The two market leaders, who quarrel about everything else, are united in their disdain for such competitors: "Anyone can give away ten million blades," says one. "It requires skill to sell them." But if Personna does make an impact with its hard sell it might leave the way open for Jewel to make some quiet progress, especially in specialised markets. For Gillette and Wilkinson Sword dominance might be revealed as only as strong as their advertising expenditure, and there still seem to be plenty of shavers around who are looking for a smoother shave and a more reliable blade.

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

SELF-SERVICE TIMES
May 1968

THE GROCER
June 15, 1968

Deputy MD for Personna

THOMAS T. GOODALE has been appointed deputy managing director of Ever-Ready Personna. He will assist Mr. C. H. Wilson, the managing director. Before assuming his present job, Mr. Goodale was co-ordination director for manufacturing, finance and sales at the company's London headquarters.

1002402292

Old-age pensioner John Mooney of Glasgow, who went to the opening of the new Safeway store at Shawlands, Glasgow, was the first male customer through the doors and received a £5 gift box of Personna products. He is seen here receiving it from George Heard, Ever-Ready Personna's Scottish area manager (centre) and T. Ferris, the store manager. The store also featured a special promotion of Safeway washing-up liquid, in addition to the seven for five offer by Personna (representing an overall saving of 3s. 11d.) and over 100 packs were reported sold during the first half-hour. Extra sales help was later afforded by one of Ever-Ready Personna's US directors, Ed Dornbrock, who spent an hour in the store talking to customers and making sales from the display. Similar presentations at store openings are being made by Personna all over the country, although this was the first presentation of this kind to be made in Scotland.

LABORATORY EQUIPMENT DIGEST
July 1968

INTERIM CATALOGUE FOR ELECTRON MICROSCOPISTS

A new catalogue from TAAB LABORATORIES the stockists of electron microscopy requirements is expected in September. Meanwhile, due to the large number of recent additions to the range, it has been necessary for the company to produce an interim catalogue in the form of a newsletter. Together with full details of Micron Grids on an attached leaflet, there are many new items listed with current prices. Among these are Ever-Ready blades for block trimming and general laboratory tasks priced at 41s. for 200, stainless steel forceps from approximately 14s. each, block storage boxes at 8s. per dozen, and Pasteur pipettes at £1 for 100. Price reductions for larger quantities are applicable, and are detailed.

Included in the section dealing with chemicals is a new epoxide embedding resin and two forms of osmium tetroxide at competitive prices.

For further information Quote L.E.D. 775

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HAIRDRESSERS JOURNAL

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D

CHEMIST AND DRUGGIST

June 22, 1968

1002402293D

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PETTICOAT

June 29, 1968

LEG LUVERLINESS

However, if you're a bit shaken about this hot molten wax, shave your legs once a week. You could treat yourself to an electric razor — Remcon Ladies Razor. These £8 13s. 10d. Or just as effective is the little Nymph razor, 4s. 6d or Lady Personna, 7s. 9d., only they mean more work.

10024022294

I.E.E. NEWS

May 27, 1968

FOR THAT REALLY SHARP FINISH

Many engineers, if told that the razor blade was an essential tool in the electrical industries, would probably make some cutting remarks about electric razors in reply. However, Ever-Ready Personna has recently conducted a survey which revealed the widespread use of razor blades and a number of novel applications.

These applications vary from cleaning paint from terminals, cable slitting and stripping to parting interleaved coils and trimming loudspeaker cones.

for every purpose

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Blade life varies, of course, with its use. In the electrical industries it has been estimated at up to 3000 operations per blade, although where the cutting of wax laminate paper is the task in question over 5 million operations have been achieved.

An industrial blades division, offering a free technical advisory service, has been formed by Ever-Ready Personna, and inquiries should be addressed to Wellington House, 6/9 Upper St. Martin's Lane, London WC2.

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(5)(4)

Source: https://www.industrydocuments.ucsf.edu/docs/pzzk0000

PETTICOAT

June 29, 1968

LEG LUVERLINESS

However, if you're a bit shaken about this hot molten wax, shave your legs once a week. You could treat yourself to an electric razor — Remson Ladies Razor. Three £8 11s. 10d. Or just as effective is the little Nymph razor, 4s. 6d or Lady Personna, 7s. 9d., only they mean more work.

1002402294

I.E.E. NEWS

May 27, 1968

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SUNDAY TIMES
July 14, 1968

1002402295

Personna starts a cut-throat war

BY ROGER LEWIS

Barry Seymour

Personna's Ray Dallow (left) and deputy managing director Tom Goodale (right) watch one of their staff testing their product

APART FROM some brief, sporadic outbursts from Wilkinson Sword and Gillette contesting one another's claims on the British market, it has been all quiet on the razor blade front so far this year. But this uneasy calm is about to be shattered.

Early next month if all goes to plan a new advertising campaign by the Philip Morris offshoot, Ever-Ready Personna, will erupt in the national Press, a scheme designed to "shock the public into awareness of Personna." If nothing else, it will certainly shock Personna's competitors—for it will mark the arrival of "knocking copy" on the cut-throat British razor blade promotion scene.

Personna's agents, Dunkley and Friedlander, are playing a clever tack by reproducing advertisements used in America which actually named names, stating, quite blatantly, which was the best of Personna, Wilkinson and Gillette blades. The only difference is that in Britain they will carry the banner, "Of course you couldn't run an ad like this in Britain."

A second advertisement, which looks like knocking Personna's rivals even harder, is now being scrutinised by legal experts.

Personna's bold assault from a position of supposed insignificance in the British market has been prompted by the results of an intensive two-year independent consumer research programme. "This survey," explains marketing director Ray Dallow, "indicated to us that we have a very great opening in the blade business." Dallow, who joined Personna in January this year after 12 years with Colgate-Palmolive (where he put Ajax on the map) and three with Steiner International, plans to back up his advertising with below-the-line promotion that will involve the distribution of a staggering 12 million free sample blades over the next year.

Nearly three million samples went out with tins of Tom Thumb cigars a few months ago. Now the Total oil company has been recruited to give blades away (from next week) with every four gallons of petrol purchased, and six other "major" companies will eventually be brought into the operation. With its low rate of media expenditure, Personna can afford such extravagance (its television advertising amounted to only £60,500, compared with Gillette's £634,000 and Wilkinson's £695,000. And in the first four months of this year Personna's advertising bill stood at only £40,000, against £310,000 for Gillette and £369,000 for Wilkinson.

Still, the latest claims from Gillette and Wilkinson appear to leave Personna with scant room for manoeuvre. Gillette currently insists that it accounts for 52.3 per cent of all blade sales (stainless and carbon), Wilkinson for 36.6 per cent and Personna for 4.3 per cent. The stainless steel market, says Gillette, is shared almost equally by itself and Wilkinson, though the addition of stainless Seven O'clock probably gives Gillette a slight "edge." Wilkinson has a slightly different version. It claims 49.5 per cent of the total double-edged market in terms of users, and 44.2 per cent in units; in stainless, the figures are 52 per cent users and 50.4 per cent units.

On this basis, Personna, along with Schick and others has a nil share of the stainless double-edge market—which accounts for 80 per cent of all blade sales. But Dallow is not one to be deterred by market claims of the top brand leaders which add up to more than 100 per cent. "Every claim, we know," he says. "We know we command over 16 per cent. of the total razor blade market in this country and we have statistics from independent research organisations to prove it." Gillette certainly concedes that its 4.3 per cent. estimate for Personna is probably on the low side, because the latter also supplies own-label blades to certain multiples.

Dallow's claims may be shrugged off by the giants but they can not be ignored. Not two years ago Personna claimed only 7 per cent. of the double-edged market and thus reckons to have more than doubled its share. And for what they are worth, Personna can produce figures from "highly regarded" independent research firms that show sales of its Super Stainless blade now running ahead of one of the brand leaders in at least one major supermarket chain, a magnificent achievement since 52 per cent. of razor blades are sold through grocery outlets.

Personna's target, in fact, is 25 per cent. of total U.K sales within the next two years and eventual equilibrium with the leaders. Wind of this challenge has already breezed into the Wilkinson and Gillette camps and provoked trade queries (not to mention a few sleepless nights) about Personna's intentions. Gillette, which has been working on a new blade for the past two years, is not expected to launch it before the end of the year. Wilkinson is also working on a new blade but with its first razor (why Wilkinson never jumped into razors and shaving creams when it had the stainless steel lead will always remain a mystery).

A new Wilkinson blade, claimed to have involved a "new concept in terms of blade manufacture" was developed some two years ago, but it was never launched. "Pre-production of the new blade was excellent," says deputy chairman Ray Randolph, "but when put into mass production the reject rate was too high so we postponed it." Is the blade now ready for its debut? Randolph's only comment last week was: "If we were about to launch a new product we would let you know."

Philip Morris's bid for (what amounts to) effective control of the Gallaher cigarette group has also aroused interest if not caused concern among the two dominant blade companies. P M's reply to one of the seven questions from Gallaher about its future intentions was that it "would not expect the Gallaher organisation to sell or distribute in the U.K Philip Morris non-tobacco products, whether . . . imported or produced in the U.K." Does this rule out marketing and the distribution of free

Source: https://www.industrydocuments.ucsf.edu/docs/pnxx0000

EVER-READY PERSONNA

CUTTINGS JUNE/JULY 1968

THE GROCER

July 13, 1968

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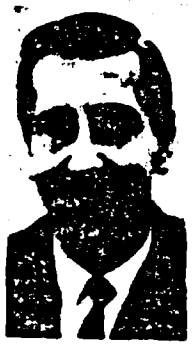

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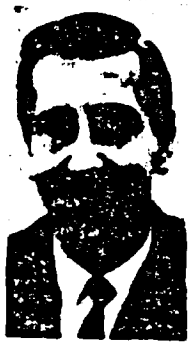

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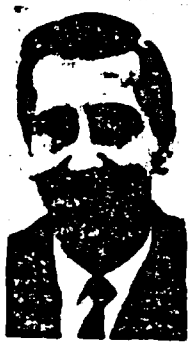

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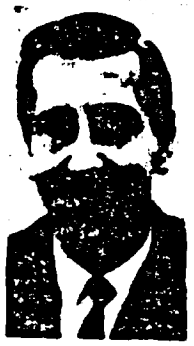

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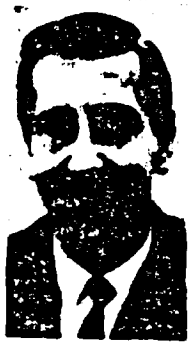

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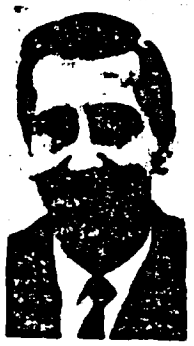

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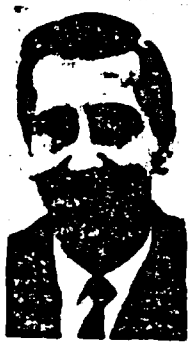

EVER-READY PERSONNA announces that director of marketing, Ray Dallow, has been given the additional responsibility of directing the company's marketing activities in the Eastern European Block, EFTA, the Common Market, Africa and the Middle East.

"Mr Dallow's assignment involves the supervision of our heavy marketing investment programme overseas necessitated by the growth of our export business in recent years," said Thomas T. Goodale, deputy managing director of Ever-Ready Personna. In addition to his new responsibilities, Mr. Dallow will continue as director of marketing for the home market.

Ray Dallow, director of marketing for Ever-Ready Personna (left) has been given the additional responsibility of directing the company's activities in the eastern European bloc, EFTA, the Common Market, Africa and the Middle East.

1002402296A

WORLD'S PRESS NEWS
July 12, 1968

ADVERTISERS

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Razor sharp job

EVER-READY Personna have announced that Mr. Ray Dallow, director of marketing, will now also be responsible for directing the company's marketing activities in the Eastern European Block EFTA, The Common Market, Africa and the Middle East.

Mr. Dallow joined the company in January, 1968. He has much experience of marketing having served 12 years with Colgate-Palmolive where he became senior brand group manager handling a number of the company's market leaders.

For the last three years he has been group marketing manager with Steiner International

1002402296B

SELF SERVICE & SUPERMARKET
July 18, 1968

1002402296C

ADVERTISER'S WEEKLY
July 12, 1968

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1002402296E

MARKETING
May 1968

R. Dallow (A) joined Ever Ready Personna as director of marketing. Previously group marketing manager, Steiner International.

1002402296F

RETAIL NEWSAGENT
July 20, 1968

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1002402296D

1002402296G

GROUP GROCER
June 1968

MR. RAY DALLOW (37) has joined Ever-Ready Personna as director of marketing, taking over the marketing responsibilities from Mr. Graeme Roe, deputy managing director, who is leaving to become joint managing director of a mail order house. Mr. Dallow was with Colgate-Palmolive for 12 years, leaving two years ago to become group marketing manager to Steiner International.

Source: https://www.industrydocuments.ucsf.edu/tobacco/

EVER-READY PERSONNA

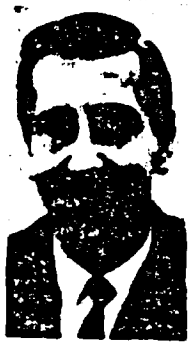
CUTTINGS JUNE/JULY 1968

THE GROCER

July 13, 1968

1002402296

Additional responsibility



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July 13, 1968

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1002402296B

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Source: https://www.industrydocuments.ucsf.edu/tobacco/

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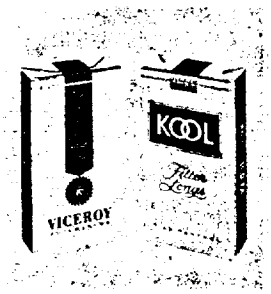
Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

1002402298A

Filter Long Versions Of Viceroy & Kool Go National



After popular acceptance in select regional areas, Filter Longs versions of Viceroy and Kool cigarettes are being marketed nationally by Brown & Williamson Tobacco Corp.

To support these entries into the 100mm segment of the American market, B&W will begin an extensive multi-media advertising campaign.

The schedule includes network television with 60-second color commercials in dramatic, news, and variety shows each night of the week; special spot television commercials and multi-color newspaper advertisements in major markets; and full-page 4-color advertisements in national magazines.

Package designs of Viceroy Longs and Kool Filter Longs retain the basic form and colors of the two world-famous brands.

corporate the "feel" of the movie spectacular.

Counter displays, window displays and local advertising for the Gold Label product will carry out the basic story theme that United Artists will feature in their media and displays.

Arrangements have been made in five major cities to schedule special previews of "The Charge of the Light Brigade" for Gold Label distributors and key retailers. Consumer contests will feature free tickets to the show as well as copies of the stereophonic original score albums.

Gold Label customers will see one of the year's most exciting motion pictures, featuring David Hemmings, Vanessa Redgrave, Trevor Howard, John Gielgud, Harry Andrews and Jill Bennett. Of course, cigars are smoked "on screen"!

This entire marketing program, coordinated by Leonard F. Fellman, Sales Promotion Consultant, marks an important first in cigar industry merchandising, in which a fine cigar will have gained its "front mark" from an outstanding film.

The Tobacco Jobber

September 1968

1002402298

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VENDING TIMES, September, 1968

ROWN & WILLIAMSON

BROWN & WILLIAMSON TOBACCO CORP. operating booth 225, will display Viceroy, Kool filter, Raleigh, and Belair cigarets. Representing the firm will be J. G. Crume, vice president, sales director; S. S. Burnett, sales manager-vending department; J. G. Fair, credit manager; J. H. Falvey, director vending sales, F. A. Gardner, western sales manager, A. L. Matthews, eastern sales manager, W. H. Ogburn, assistant director of sales, and R E. Jones, department sales manager. Brown and Williamson will staff a hospitality suite at the Bellevue Stratford.

LIGGETT and MYERS

LIGGETT & MYERS INC., operating from booths 101-103, will display L&M (King, Box and Regular), L&M Golden 100, L&M Menthol 100, Chesterfield (King & Regular), Chesterfield Filter, Chesterfield Menthol, 101 Chesterfield, and Lark. Representing the firm will be S. White, vice president marketing; J. Gourand, general marketing manager; J. A. O'Connor, national sales manager; E. Frick, director of sales promotion; H. Young, national manager, vending sales; A. J. Davidson, northeastern regional sales manager; D. Provost, director of public relations; E. Ardell, Philadelphia department manager, J. Sharin, convention manager; D. Hutchinson, eastern regional vending manager; H. C. Dugger, central regional vending manager; R. Jozwiak, southern regional manager; R. Staman, Cleveland area vending

September, 1968, VENDING TIMES...49

BEECH-NUT

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Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0080

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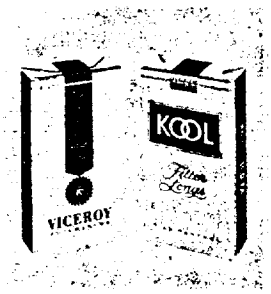

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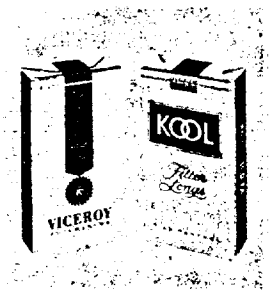

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Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0080

UNITED STATES
TOBACCO JOURNAL
NEW YORK, N. Y.
W. - CIRC. N. AVAIL.

AUG 22 1968

PAGE ONE

L&M Testing 100mm Larks Out West

A 100mm version of its Lark cigarette will be introduced by Liggett & Myers Inc. later this month for market tests in five western states — California, Oregon, Washington, Nevada and Arizona.

"The Lark 100's will fill the need in the 100mm market for a charcoal granule filter cigarette." L&M's president, Milton E. Harrington, said. "While many brands now have 100mm line extensions, there is no 100mm cigarette which has the unique feature of Lark's Gas-Trap filter."

Lark has been the subject of an especially heavy advertising campaign recently emphasizing the Lark filter's ability to trap the gaseous phase of cigarette smoke as well as tar and nicotine. The promotional drive followed recent press reports that scientists looking for a possible link between smoking and disease now suspect the gaseous portion of cigarette smoke rather than tar and nicotine of having a toxic effect on human organisms.

Current Lark advertising copy states: "By now you should know that cigarette smoke is more than just 'tar' and nicotine. That all cigarette smoke contains gases as well. By now you should also know that only Lark has the Gas-Trap filter and that Lark's unique filter actually reduces certain harsh gases more than any other filter on any other popular brand."

Packaging for the 100mm Lark is

(Continued on Page 19)

L&M Testing 100mm Larks Out West

(Continued from Page 1)

an extension of the red and white Lark 85mm package.

Newspapers in the test market area are already carrying ads for the new cigarette.

Advertising in the western regional editions of "Life," "Look" and "TV Guide" will get under way in late August.

1002402299

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

Inside marketing

George Lazarus

Bravo rolls a new brand of lettuce

Is there a market for a non-nicotine smoking product?

That's a question which Bravo Smokes Inc., a Dallas firm, hopes to answer shortly.

The company Wednesday began marketing a non-nicotine product called Triumph, in three south Texas cities: San Antonio, Corpus Christi and Austin.

The brand replaces Bravo, another non-nicotine smoke, which was in limited distribution during the past year.

TRIUMPH IS SAID to be a better smoke than Bravo. Both nicotine-free products are made from specially treated lettuce leaves.

Bravo's sales totaled $1,300,000 during its year on the market, a company spokesman told The Daily News.

That's almost nothing in the $1-billion-dollar-a-year cigaret industry.

Plans are to sell Triumph in the three initial markets for the next 90 days and then expand distribution to other parts of Texas and other states.

A pack of 20 smokes, similar in size to standard (85 mm.) cigarets, will retail for 40 cents.

Shriber **Haberkorn** **Campbell** **LeVett**

Grant Advertising's Chicago office is the agency.

Bravo Smokes, which was organized in 1965, owns patents for curing processes that convert lettuce leaves into fiber suitable for smoking.

WEDNESDAY'S other news:

● **William Cooper & Nephews,** marketer of pet food and animal health products, assigned its advertising account to the Chicago office of Don Kemper Co.

● **Alberto-Culver Co.** is shipping a new spray-on deodorant, called Light Touch, into nationwide distribution. J. Walter Thompson Co. is the agency.

● **Paul W. Campbell** was named Midwest district sales manager for Union Tank Car Co.'s tank car division. **James J. Haberkorn** was appointed to Campbell's former post as manager of marketing services for the division.

BRIEFS. **Don Hockstein,** recently with Foote, Cone & Belding, will rejoin Tatham-Laird & Kudner next week as a TV producer. . . . **Patricia Stevens** assigned its advertising account to Target Associates, a division of Idea. The agency will handle the firm's finishing school, career college, employment agency and modeling unit. . . . Birthday greetings Thursday to adman **Gene Staley.** . . . **Frank H. Carpenter,** VP and a director of Jann & Kelley, newspaper representatives, is retiring Oct. 1 after 30 years with the firm. . . . **Hal Shriber,** director of public relations of McCall's also was named promotion director of the magazine.

Seen in Lousiville. A billboard message for **Oertel's 92** beer (a local brew): "The Thirst Smasher." Copy too much like **Falstaff's** The Thirst Slaker" which is no creative gem itself.

PEOPLE: **William F. Buysse Jr.** promoted to Midwestern district sales manager for printing papers, Olin Mathieson Chemical Corp.'s Ecusta Paper division. . . . **Gerald J. Krauser** joined Needham, Harper & Steers as an art supervisor. . . . **Frank V. LeVett** named manager of sales promotion and merchandising, Simoniz Co. . . . **Donald V. Caldwell** appointed marketing director, Fansteel's electrometals division. . . . **Mace Cole** elected an assistant VP, Baird & Warner. . . . **Donald Sanders** joined Point-of-Sale Research Co., as an account executive. . . . **Nicholas Ciarfalia** named Midwest regional sales manager, Toshiba America's Toscal division. . . . **Tom Wilson** joined Rink Wells & Associates as a research analyst. . . .

Ayer wins Marcor account

The Chicago office of N. W. Ayer & Son will handle the advertising account of Marcor, the proposed parent of Montgomery Ward & Co. and Container Corp. of America, it was learned. The account is expected to involve advertising primarily to the financial community. Ayer also is agency for Container.

The Daily News also learned that Ayer, Edward H. Weiss & Co. and Grant Advertising have been selected as finalists for a corporate advertising program planned by Montgomery Ward for next year. The campaign will involve magazines. Ward's has been screening a number of New York and Chicago agencies for the assignment.

1002402300

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

Lorillard Elects Conlon Secretary

Robert C. Conlon

Robert C. Conlon has been elected secretary of Lorillard Corporation.

Conlon, 28, succeeds William T. Welsh, who had held the post since the death of secretary Anna F. Woessner last year and who was named manager—corporate personnel and assistant secretary.

The Tobacco Jobber

September 1968

LIGGETT AND MYERS APPOINTMENTS: Liggett and Myers names Moreton Binn promotion manager, and Arthur M. Brown assistant brand manager for Chesterfield cigarets. Previously Binn was with Merchandising Promotion Associates, Inc., New York, and Brown, with Continental Can Co.

LIGGETT AND MYERS PROMOTIONS: William D. Richardson is named manager, Puerto Rico. He was previously assistant sales manager in Atlanta. Gene S. Baker becomes assistant department manager in Denver. Prior to his appointment, he was division manager in Salt Lake City. Alexander J. Walker is named assistant department manager in Buffalo, and Michael J. Murzi is appointed division sales manager in Jersey City, N.J.

September 26, 1968 3

UNITED STATES TOBACCO JOURNAL

R. J. Reynolds Appoints Philip R. Currier Senior Product Manager in Marketing

WINSTON-SALEM, N. C. — Philip R. Currier has been appointed senior product manager in the marketing department of R. J. Reynolds Tobacco Co.

In his new position, he will be responsible for the marketing of all of the company's Winston cigarette brands, which include Winston king size and super king size in both regular and menthol versions.

Philip R. Currier

Mr. Currier is a native of Plymouth, N. H., and is a graduate of Kenyon College.

Mr. Currier joined R. J. Reynolds earlier this year as product manager on Winston brands in the company's marketing department. He was previously employed by Proctor & Gamble, where he was brand manager for a number of leading products.

U. S. Tobacco Promotes Wm. Quail, Otto Behling

William R. Quail has been promoted to assistant branch manager and Otto E. Behling to plant superintendent at United States Tobacco Co's branch in Chicago, Ill.

In his new capacity, Mr. Quail will report to Ottomar D. Roeder, branch manager. He will assist Mr. Roeder in the supervision of the manufacture of moist tobacco products.

Mr. Behling will be responsible for coordinating plant production operations. He will report to Mr. Quail.

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LIGGETT AND MYERS PROMOTIONS: William D. Richardson is named manager, Puerto Rico. He was previously assistant sales manager in Atlanta. Gene S. Baker becomes assistant department manager in Denver. Prior to his appointment, he was division manager in Salt Lake City. Alexander J. Walker is named assistant department manager in Buffalo, and Michael J. Murzi is appointed division sales manager in Jersey City, N.J.

September 26, 1968 3

UNITED STATES TOBACCO JOURNAL

R. J. Reynolds Appoints Philip R. Currier Senior Product Manager in Marketing

WINSTON-SALEM, N. C. — Philip R. Currier has been appointed senior product manager in the marketing department of R. J. Reynolds Tobacco Co.

In his new position, he will be responsible for the marketing of all of the company's Winston cigarette brands, which include Winston king size and super king size in both regular and menthol versions.

Philip R. Currier

Mr. Currier is a native of Plymouth, N. H., and is a graduate of Kenyon College.

Mr. Currier joined R. J. Reynolds earlier this year as product manager on Winston brands in the company's marketing department. He was previously employed by Proctor & Gamble, where he was brand manager for a number of leading products.

U. S. Tobacco Promotes Wm. Quail, Otto Behling

William R. Quail has been promoted to assistant branch manager and Otto E. Behling to plant superintendent at United States Tobacco Co's branch in Chicago, Ill.

In his new capacity, Mr. Quail will report to Ottomar D. Roeder, branch manager. He will assist Mr. Roeder in the supervision of the manufacture of moist tobacco products.

Mr. Behling will be responsible for coordinating plant production operations. He will report to Mr. Quail.

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

Klock Elected To The Board Of American Tobacco

Donald M. Klock

Robert B. Walker, President and Chairman of the Board of The American Tobacco Company, has announced the election of Donald M. Klock to its Board of Directors. Mr. Klock is President and Chief Executive Officer of Duffy-Mott Company, Inc., which is being acquired by American Tobacco.

The election of Mr. Klock brings to 17 the number of Directors on American Tobacco's Board.

1002402302

September 1968

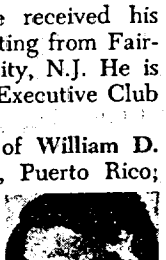
The Tobacco Jobber

▶ The appointments of **Moreton Binn** as promotion manager and **Arthur M. Brown** as assistant brand manager for Chesterfield cigarettes have been announced by **Sam White**, vice president, marketing, Liggett and Myers Incorporated. Mr. Binn comes to Liggett and Myers from Merchandising Promotion Assoc., Inc., where he served as vice president. He was with MPA from 1966 to 1968. Previously, he was vice president at American Visconics Corporation, N.Y.C., from 1963 to 1968, and Lancaster Advertising Agency, N.Y.C., from 1958 to 1963. Mr. Binn was born and raised in New York City. He received his B.A. degree in marketing from the University of Miami. He is a member of the Advertising Club of New York, and serves as a committee chairman. Mr. Brown comes to Liggett and Myers from Continental Can Company, Inc., N.Y., where he served as assistant national marketing manager. He joined Continental Can in 1966, and prior to that, he was with World-Wide Volkswagen as marketing coordinator and zone operations manager. Born and raised in New York City, Mr. Brown was graduated from the New York University, College of Arts and Sciences with a B.A. degree in economics. He received his M.B.A. degree in marketing from Fairleigh Dickinson University, N.J. He is a member of the Sales Executive Club of New York.

M. BINN

A. M. BROWN

▶ The appointment of **William D. Richardson** as manager, Puerto Rico; **Gene S. Baker**, assistant department manager in Denver; **Alexander J. Walker**, assistant department manager in Buffalo; and **Michael J. Murzi**, division manager in Jersey City, N.J., have been announced by **J. Arthur O'Connor** national sales manager, L&M, Incorporated. Mr. Richardson joined the company in 1955 as a sales representative in Georgetown, S.C. He was named division manager in Myrtle Beach, S.C., in 1957 and transferred to Charleston, S.C., in 1959 and to Miami, Fla., in 1962. He was appointed assistant department manager in Atlanta in 1964. In 1965, he became assistant manager in Atlanta in the Smoking and Chewing Tobacco Division. He was renamed assistant department manager in Atlanta in 1966. Mr. Baker joined Liggett and Myers as a sales representative in 1953 in Tucson. He was appointed division supervisor in Salt Lake City in 1961. Mr. Walker joined the company in 1954 as a sales representative in Pittsburgh, Pa. He was named division manager in Williamsport, Pa., and transferred to Johnston, Pa. in May, 1959. He transferred back to Pittsburgh in 1960. Mr. Murzi joined Liggett and Myers in 1966 as a sales representative in Jamaica, N.Y. Later in the year, he was named project manager for the Lark Camera Truck on its national tour. In July, 1967, he was appointed a sales representative in Huntington, N.Y., and transferred back to Jamaica a few months later.



RICHARDSON

BAKER

WALKER

▶ **John Sandmeir** has been named New York branch manager for Garcia y Vega/Regensburg Sales Company, it has been announced by **Anthony Regensburg**, president. Mr. Sandmeir entered the cigar industry in 1936 as a salesman for Bayuk Cigars Inc. He has, since then, consistently moved up through all areas of sales supervision, his last responsibility being New York Sales Supervisor for Garcia y Vega.

SANDMEIR

▶ **William R. Voltz** has been appointed branch manager of the New York branch for Bayuk Cigars Inc. Mr. Voltz will work under the supervision of **Sam Awand**, New York Metropolitan division manager. William Voltz joined Bayuk Cigars in February 1967 as a sales supervisor. His past experience includes serving as eastern division manager for a Southern Coffee Manufacturer and 12 years with a major midwestern independent dairy. Mr. Voltz was sales manager for the ice cream division. He received a Bachelor's degree in physical education at Michigan State College.

VOLTZ

▶ Three new appointments in the sales department of Nitine, Inc., a subsidiary of Shulton, Inc., have been announced by **Charles F. Blum**, president

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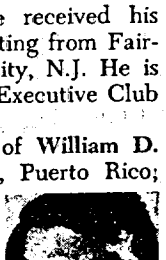

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P. Lorillard Co.

Lorillard Corporation reported second quarter earnings of $7,353,076, or $1.14 available per common share, compared with $8,252,044, or $1.24, for the same period last year. Consolidated net sales for the quarter rose to a record $149,263,-149, compared with $146,492,-046 in the second quarter of 1967, the previous record.

Net income for the first half totaled $14,090,283, equal to $2.15 available per common share, against $14,411,855, or $2.16, in the first half of last year. Consolidated net sales for the period also were the highest for any six months ending June 30 in Lorillard's history, amounting to $286,918,756, compared with the previous record of $277,485,819 in 1967, an increase of 3.4 per cent.

The company said profit fig-

American Tobacco Co.

Consolidated dollar sales for the first six months and second quarter of 1968 were the highest in the history of the American Tobacco Company, Robert B. Walker, President and Chairman of the Board, announced.

Dollar sales for the first six months of 1968 were $734,372,-000 compared with $730.200,000 for the 1967 period. Dollar sales for the quarter ended June 30 were $382.852,000 compared with $380,419,000 for the 1967 second quarter.

Net income for the first half of the year was $40.567,000 or $1.47 per Common share compared with $40.629,000 or $1.43 per share in 1967.

Net income for the 1968 second quarter was $22.549,000 compared with $23,515,000 in the 1967 period. This was equivalent to 83 cents per Common share, the same amount reported for the 1967 second quarter.

These results were achieved despite a twenty-five day strike at the Company's tobacco factories in January and despite the recently enacted 10 percent Federal income tax surcharge.

Were it not for the surcharge net income for the first six months and second quarter would have reached all time records ($44,675,000 or $1.62 per Common share for the first half and $24,815,000 or 92 cents per share for the second quarter).

Estimated taxes on income were $48,012,000 for the 1968 first six months compared with $38,296,000 for the correspond-

U. S. Tobacco Co.

Louis A. Bantle, president of United States Tobacco Company, announced that the Company made record sales and earnings during the first six months of this year.

Gains in sales were 5% and in earnings 9%, after provision for the 1968 tax increases, and, with growth continuing in major product lines throughout the Company, Mr. Bantle estimated that earnings this year should total more than $1.60 per common share, an all-time high.

Mr. Bantle said earnings of the Company had increased for seven consecutive years and that both immediate and long range outlook for continued expansion was favorable.

"The Company's acquisition program is proving highly successful, and gains in sales and earnings also are continuing in our traditional product lines," Mr. Bantle said. "Based upon these and other accomplishments, we view the future with confidence."

Mr. Bantle noted that principal product areas in which sales gains were made during the first half of this year included moist snuff and chewing tobacco brands, pet foods, cigars, packaged nuts and peanut butter.

He said new products, including Tall N' Slim Sano Cigars, the first 100mm little cigar on the market, and Happy Days, raspberry-flavored, fine-cut chewing tobacco, had contributed to the sales gains, and that introduction of other new products and a major expansion of the sales program for King Sano Cigarettes were scheduled for later this year.

TOBACCO JOBBER

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

1002402303

Price War on Cigarets Breaks Out in Britain As 'Fair Trading' Ends

By a WALL STREET JOURNAL *Staff Reporter*

LONDON—A cigaret price war between major British supermarket chains erupted today after several cigaret producers dropped their retail price maintenance policies.

Most big chains cut prices by three cents a pack, or about 5%, but a few outlets slashed prices by up to six cents a pack. Price cutters reported brisk sales, and said that in many places lines formed outside stores before opening time.

Imperial Tobacco Co., Carreras Ltd. and Gallaher, Ltd., the three major domestic cigaret producers, on Monday abandoned resale price maintenance. American Tobacco Co. recently acquired about two-thirds of the ordinary shares of Gallaher.

The cigaret manufacturers said they abandoned efforts to control retail prices because they expected an impending decision by the Restrictive Practices Court to make the practice illegal.

However, G. H. Scott, general secretary of the 20,000-member National Union of Retail Tobacconists, mostly small shop operators, said the move marked "the blackest day the retail tobacco trade has ever seen." He said members were urged to maintain the price line "because they cannot hope to compete with the supermarkets."

1002402304

THE WALL STREET JOURNAL,

Monday, September 30, 1968 7

Imperial Tobacco Co. Of Canada Sees Profit In 1968 Down 'a Little'

By a WALL STREET JOURNAL *Staff Reporter*

MONTREAL—Net income of Imperial Tobacco Co. of Canada for 1968 will be down "a little" from last year but "I doubt the decline will be as much as five cents a common share," John M. Keith, president, said in an interview.

Profit in 1967 was $12.7 million, or $1.28 a share, on sales of $393.3 million.

Mr. Keith said sales would likely be "a little above last year," mainly because of an increase in volume of tobacco products other than cigarets.

The executive based his earnings expectations for 1968 on the anticipation that second half results this year "shouldn't be too far off" the $6.7 million, or 67 cents a share, on sales of $204.2 million for the 1967 second half.

Net for the first half this year was $5.9 million, or 59 cents a share, on sales of $200.8 million, down from $6.1 million, or 61 cents a share, on sales of $189.1 million in the like 1967 period.

1002402304B

THE NEW YORK TIMES,

WEDNESDAY, SEPTEMBER 25, 1968

BRITISH PRICE WAR HITS CIGARETTES

LONDON, Sept. 24 (Reuters)—British smokers, who pay from 36 to 68 cents for a pack of cigarettes, went on a spending spree today when supermarkets and chain stores began a price war. The battle produced cuts of up to 6 cents on a pack of 20 cigarettes.

The price war started with a decision last night by manufacturers to abandon a policy of price controls.

The war was a boon to smokers but a problem for thousands of small storekeepers who could not afford to reduce their prices as much as their bigger competitors did.

The president of the 12,000-member National Union of Shopkeepers, Thomas Lynch, predicted that "hundreds of small shopkeepers will now attempt to sell their businesses and get out."

Signs advertising the price war were slapped across supermarket windows. "Cigarettes at cut price," said one sign.

The British Medical Association, however, issued a statement saying it hoped the price cuts would not encourage nonsmokers to start smoking.

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The Wall Street Journal
Wednesday, September 25, 1968 Page 26

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Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

Liggett & Myers Tobacco Co.

Milton E. Harrington, President of Liggett & Myers Incorporated, reported that net earnings for the three months ended June 30, 1968, increased to $.79 per share of common stock from the $.77 per share earnings for the same period in 1967. Net sales for the second quarter declined to $137,536,000 from the $147,680,000 reported last year.

Net earnings for the first six months of 1968 were $1.33 per share of common stock compared with $1.32 per share earnings for the same period of 1967. Net sales for the same period declined to $267,761,000 from the $286,537,000 reported last year. The 10 per cent Federal income tax surcharge reduced earnings by $.14 per share in the six months and by $.08 in the second quarter.

Mr. Harrington stated that the increase in earnings in both periods was made possible by the carry-over effect of the cigarette price increase in June, 1967, and improved operating results of non-tobacco subsidiaries, the latter partially because of increased sales to liquor customers in anticipation of a dock strike which may occur in the fall.

523,000 for the comparable six months of 1967. Per share earnings were $2.02 against $1.76, an increase of 14.8%. For the first six months of 1968 consolidated operating revenues were $482.236,000 compared with $437,280,000 for the comparable six months in 1967, an increase of 10.3%.

Joseph F. Cullman, 3rd, Chairman and Chief Executive Officer, noted that all three operating companies of Philip Morris Incorporated (Domestic, International and Industrial) showed increased operating revenues and pre-tax income during the second quarter and first six months of 1968.

Mr. Cullman said that the company's record figures reflected the beneficial effects of the domestic and export cigarette price increase of June 1967, as well as the adverse influence of the 10% tax surcharge, retroactive to January 1 of this year.

Mr. Cullman also stated that unit cigarette sales had increased for both Philip Morris Domestic and Philip Morris International in the past six months. The performances of both the Marlboro and Benson & Hedges 100's brands were particularly strong, he said.

SEPT. 1968

R. J. Reynolds Tobacco Co.

Record sales and earnings for the second quarter and first six months of this year were announced by R. J. Reynolds Tobacco Company.

A. H. Galloway, president and chief executive officer, said that while the results set new records for the company, net earnings for the quarter and six months increased only slightly due to the 10 per cent surcharge on 1968 Federal income taxes which was applied retroactively to the first of the year. The effect of the surcharge, he pointed out, reduced earnings per share by 9 cents in the second quarter and by 18 cents in the first six months of 1968.

Consolidated net earnings for the three months ended June 30 were $36,424,000, or 90 cents per common share, against 35,-830,000, or 89 cents per share, for the same period last year. For the six months, earnings

1002402305

Source: https://www.industrydocuments.ucsf.edu/docs/pzxk0000

Gallaher's Interim Dividend Is 4.8 Cents, Same as in '67

1002402306

LONDON—Gallaher Ltd., the British tobacco concern that American Tobacco Co., recently acquired control of, declared a 4.8-cent interim dividend on its $1.20 par value common, unchanged from last year's interim payout.

The dividend won't be paid until Dec. 6, a month late, "because of the great volume of share registrations work resulting from the successful American Tobacco offer," Gallaher said.

Mark Norman, chairman, said that the company's forecast on Aug. 5 of a 1968 pretax group profit of at least $40 million and a total dividend of 16% "still stands today."

American Tobacco acquired a 67% interest in Gallaher through an offer to shareholders and open market purchases this summer.

September, 1968, VENDING TIMES...9

L&M And Ragu Agree On Merger

1002402306

NEW YORK CITY -- Milton E. Harrington, president of Liggett & Myers Inc., and Ralph Cantisano, president of Ragú Packing Co., Inc., producer of spagetti sauces, Italian food products and other related lines under the "Ragú" name, announced agreement on the terms of a merger of Ragu into Liggett & Myers, Inc.

The merger is subject to approval by directors and stockholders of Liggett & Myers and to a favorable tax ruling from the Internal Revenue Service.

Ragu stock, which is closely held, would be exchanged for convertible preferred stock of Liggett & Myers.

On completion of the transaction, the business of Ragú will be operated by its present management as a wholly-owned subsidiary of Liggett & Myers. No changes in Ragú's methods of operation are contemplated.

Liggett & Myers recently announced agreement in principle on the terms of a merger of Austin, Nichols & Co., Inc. into Liggett & Myers. It is expected that both mergers will be submitted to Liggett & Myers' stockholders at a special meeting this fall.

September 26, 1968

United States Tobacco Journal

L&M Agrees To Buy Brite Watchbands

Pushing an accelerated diversification program, Liggett & Myers Inc. has reached an agreement with Brite Industries, Inc., of Providence, R. I., for the acquisition of that firm, a major supplier of popular-priced replacement watchbands and jewelry.

No terms were disclosed in the announcement of the agreement, made jointly by Milton E. Harrington, president of Liggett & Myers, and Samuel Friedman, president of Brite Industries.

However, the announcement said that Brite would continue to be operated under its present management as a wholly owned Liggett & Myers subsidiary.

In a statement to UNITED STATES TOBACCO JOURNAL, Mr. Friedman stressed that there is "no contemplation of any kind of change" in the Brite operation.

"The only change, as a subsidiary of

(Continued on Page 111)

L&M Agrees To Buy Brite Watchbands

(Continued from Page 1)

Liggett & Myers, will be in the bookkeeping," he said.

The acquisition is expected to be completed early next week.

Brite, a family-held business, was founded by Mr. Friedman in 1919 in New York City. The company was moved to Providence in 1948.

With its agreement with Brite, Liggett & Myers now has proposed acquisitions pending with three companies. The other two are Ragu Packing Co. of Rochester, N. Y., maker of Ragu spaghetti sauces and other Italian food specialties, and Austin, Nichols & Co., a major liquor distiller, importer and distributor.

Approved By Managements

1002402306

The Austin, Nichols merger has been approved by both managements and shareholders of both companies will be asked to approve the transaction at November meetings.

The Brite acquisition will probably be the first completed by Liggett & Myers this year. The tobacco company began its diversification drive in 1964 with the acquisition of Allen Products Co. (Alpo dog foods). It subsequently acquired Paddington Corp. and Carillon Importers Ltd., both liquor firms, in 1966, and National Oats Co. (Cream of Oats and 3-Minute cereals) in 1967.

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Source: https://www.industrydocuments.ucsf.edu/docs/[illegible]

Gallaher's Interim Dividend Is 4.8 Cents, Same as in '67

1002402306

LONDON—Gallaher Ltd., the British tobacco concern that American Tobacco Co., recently acquired control of, declared a 4.8-cent interim dividend on its $1.20 par value common, unchanged from last year's interim payout.

The dividend won't be paid until Dec. 6, a month late, "because of the great volume of share registrations work resulting from the successful American Tobacco offer," Gallaher said.

Mark Norman, chairman, said that the company's forecast on Aug. 5 of a 1968 pretax group profit of at least $40 million and a total dividend of 16% "still stands today."

American Tobacco acquired a 67% interest in Gallaher through an offer to shareholders and open market purchases this summer.

September, 1968, VENDING TIMES...9

L&M And Ragu Agree On Merger

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NEW YORK CITY -- Milton E. Harrington, president of Liggett & Myers Inc., and Ralph Cantisano, president of Ragú Packing Co., Inc., producer of spagetti sauces, Italian food products and other related lines under the "Ragú" name, announced agreement on the terms of a merger of Ragu into Liggett & Myers, Inc.

The merger is subject to approval by directors and stockholders of Liggett & Myers and to a favorable tax ruling from the Internal Revenue Service.

Ragu stock, which is closely held, would be exchanged for convertible preferred stock of Liggett & Myers.

On completion of the transaction, the business of Ragú will be operated by its present management as a wholly-owned subsidiary of Liggett & Myers. No changes in Ragú's methods of operation are contemplated.

Liggett & Myers recently announced agreement in principle on the terms of a merger of Austin, Nichols & Co., Inc. into Liggett & Myers. It is expected that both mergers will be submitted to Liggett & Myers' stockholders at a special meeting this fall.

September 26, 1968

United States Tobacco Journal

L&M Agrees To Buy Brite Watchbands

Pushing an accelerated diversification program, Liggett & Myers Inc. has reached an agreement with Brite Industries, Inc., of Providence, R. I., for the acquisition of that firm, a major supplier of popular-priced replacement watchbands and jewelry.

No terms were disclosed in the announcement of the agreement, made jointly by Milton E. Harrington, president of Liggett & Myers, and Samuel Friedman, president of Brite Industries.

However, the announcement said that Brite would continue to be operated under its present management as a wholly owned Liggett & Myers subsidiary.

In a statement to UNITED STATES TOBACCO JOURNAL, Mr. Friedman stressed that there is "no contemplation of any kind of change" in the Brite operation.

"The only change, as a subsidiary of

(Continued on Page 111)

L&M Agrees To Buy Brite Watchbands

(Continued from Page 1)

Liggett & Myers, will be in the bookkeeping," he said.

The acquisition is expected to be completed early next week.

Brite, a family-held business, was founded by Mr. Friedman in 1919 in New York City. The company was moved to Providence in 1948.

With its agreement with Brite, Liggett & Myers now has proposed acquisitions pending with three companies. The other two are Ragu Packing Co. of Rochester, N. Y., maker of Ragu spaghetti sauces and other Italian food specialties, and Austin, Nichols & Co., a major liquor distiller, importer and distributor.

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